PACIFIC SOUTHWEST REGION (REGION 7)

NATIONAL NETWORK OF LIBRARIES OF MEDICINE

Pacific Southwest Regional Medical Library (PSRML)

Serving the states of Arizona, California, Hawaii, and Nevada, and the U.S.-Associated Pacific Basin.

Quarterly Progress Report
November 2003 - January 2004

TABLE OF CONTENTS

QUARTERLY PROGRESS REPORT
PACIFIC SOUTHWEST REGIONAL MEDICAL LIBRARY (PSRML)
NATIONAL NETWORK OF LIBRARIES OF MEDICINE, PACIFIC SOUTHWEST REGION
NOVEMBER 2003-JANUARY 2004

A. NETWORK PROGRAMS

1. Providing health professionals with a basic level of information services

- We learned that the Maricopa County Medical Association Library closed at the end of December 2003.

- We have received reports that network member libraries are getting Loansome Doc requests from countries they do not normally serve. There appears to be some interest, on the part of South American libraries in particular, for finding US libraries that offer economical Loansome Doc service.

- Loansome Doc service is offered by 205 libraries in the Pacific Southwest Region.

- The following videotapes and audiotapes circulated to network members during the quarter via our PSRML multi-media loan page[1]:

  - Videotapes/CD-ROMs/DVDs:
    Get Hip to HIPPA: Health Information Professionals and the Health Insurance Portability and Accountability Act **(2 Network Members);** MLA Informationist Conference **(4)**; Libraries, Copyright & the Internet **(1)** MLA teleconference "Reading Between the Lines: Focusing on Health Information Literacy" **(5)** Frankenstein: Penetrating the secrets of nature. (Booklet) **(4)**
  - **Audiocassettes:**
    Medical Library Association 2003 Annual Meeting and Exhibit – **1**

- PSRML filled **18** requests from network members for NLM promotional items. Over the course of the quarter, PSRML filled and mailed a total of **4568** items NLM and NN/LM promotional items including: Guides to NIH HIV/AIDS Information Services; Health Hotlines Booklets, MEDLINEplus Bookmarks, MEDLINEplus and NLM Pens, MEDLINEplus Posters and PSRML mouse pads.

2. Assessing the needs of health science libraries

- These were determined from responses received to listserv messages, and in the course of e-mail and phone interactions with network members.

---

[1] http://nnlm.gov/psr/loans/

3. Managing the NN/LM Network membership program for the region

- According to DOCLINE, Region 7 has a total of 652 network members: 239 affiliate and 413 Full members.

4. Implementing the Regional Document Delivery Plan

- In January, 2004, the new EFTS web interface was released. During the pre-release phase, all EFTS Advisory Committee members were asked to test the system, however, the system was released without response to our discovery of system bugs. For example, we reported that it was not possible to update a user profile during the pre-release phase. When the system was made public, a significant number of libraries reported problems with this same issue.

- We are continuing to work with EFTS personnel and others in the region to promote EFTS. Ralph Arcari has set a target of 60% of all DOCLINE libraries becoming EFTS members. We are working towards this goal in our region.

- During this quarter, PSRML staff participated in two NLM DOCLINE teleconferences: November 18th and December 16th.

- DOCLINE statistics for the Pacific Southwest Region are:

  - There are no pending DOCLINE applications.
  - 413 DOCLINE libraries; 31 of these are Borrow-only libraries.
  - 117 DOCLINE routing table approvals were completed at PSRML during the quarter.
  - Four DOCLINE orientations were performed via telephone or in-person during the quarter, which took a total of 3.5 hours.
  - Twenty-eight DOCLINE Library Groups are recognized in our Region. This number includes those library groups that are cross-regional.
  - One hundred and one requests for DOCLINE holds were received and processed during the quarter.
  - Four libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of 102 FreeShare library group members in this Region.

- The following chart shows DOCLINE participation in the Pacific Southwest Region:

Location	Serial Holdings Contributors	Borrow-Only DOCLINE	Total DOCLINE Participants
Arizona	43	7	50
California	308	22	330
Hawaii	15	1	16
Nevada	11	1	12
Pacific Basin	5	0	5
Regional Total	382	31	413

5. Meeting responsibilities of Resource Libraries and the RML

- A mid-term evaluation of regional public health and public library initiatives (based on logic models developed by the NN/LM) was submitted to the National Network Office on November 5, 2003.
- Heidi Sandstrom attended the mid-year meeting of the RML Directors in Houston, Texas, on December 4-5, 2003. She gave a presentation there on the status of the Public Libraries and Community Partners resource being developed by a subcommittee of the NN/LM Consumer Health Coordinators.

6. Establishing and maintaining effective communication

- Two issues of *Latitudes* were published during this quarter, November/December 2003 and January/February 2004. Articles featured DOCLINE 2.0, updating DOCLINE routing tables, PubMed on Tap, PSRML's health literacy symposium, listing your library in MedlinePlus, Frankenstein exhibit, Changing the Face of Medicine exhibit, EFTS, LinkOut, a network member article on trends in academic health sciences libraries, Household Products Database, PubMed Central, and AHRQ's information technology project grants.
- During the quarter, 29 postings were sent to RMLRG7-L, PSRML's email announcement list. Updates to RMLRG7-L were as follows:

    - 22 additions to the list
    - 25 deletions from the list

- RML Staff attended the NCNMLG-MLGSCA-PNC/MLA Joint Meeting in Sacramento, CA, January 29-30, 2003; Alan Carr co-hosted a panel presentation of outreach projects conducted by Network members.
- Alan Carr and Kay attended monthly Outreach Coordinators teleconferences.
- Julie Kwan and Andrea Lynch attended the LinkOut teleconference on December 10, 2003.
- Alan Carr submitted the final version of the Brief Communication article "Confronting the challenges of HIV/AIDS information dissemination: report of the one-day HIV/AIDS information summit." This event was sponsored by PSRML in March, 2003. The article will be published in the April 2004 issue of the *Journal of the Medical Library Association*.
- The RML encouraged network members to attend Internet Librarian by arranging group registration.

Month	Visits	Page Views
Nov 2003	9,482	41,046
Dec 2003	8,875	48,361
Jan 2004	10,165	39,030

- There was a slight increase in visits compared to the previous quarter. More detailed statistics can be found at the web site[2].

- Michael Miller continues to update and maintain the Partners in Information Access for Health Professionals website. The Hawaii Medical Library (HML) was selected to participate in Phase II of the NLM-Centric Internet Performance Evaluation Network Project. Michael Miller will continue working with HML to complete all necessary steps before the testing begins in May 2004.

7. Consulting with the Regional Advisory Committee

- The RAC provided input to the RML staff on the major outreach award and RFP process.

8. Monitoring and evaluating regional programs

- Kay continued to attend the weekly meetings of the Technical Advisory Committee for NOMC.

- Kay trained two subcontractors through distance education software for completing OARFs on the web.

- Kay obtained an orientation and password for using a survey software program via UCLA. Kay also took the Survey class at the Joint Meeting in order to jointly sponsor a CE training survey with three of our chapters.

9. Obtaining feedback from users and recommending ways of improving information access

- This was solicited from exhibit attendees and received by phone and email during the quarter.

10. Providing a computer-equipped training facility.

- The Computer Training Lab continued to be used for online training classes by the NCBI "Introduction to Molecular Biology Resources" Classes; UCLA David Geffen School of Medicine, Dean's Office; UCLA Department of Molecular and Medical Pharmacology; UCLA Biomedical Library staff for staff development programs, and PSRML staff for teleconferences.

11. Provide feedback to the NLM from user and non-users on NLM and NN/LM products and services.

- Alan Carr attended OARF II training on January 22, 2004.

- A response was sent to NLM in December on the ILL Maximum Cost proposal presented at the RML Directors meeting in Houston.

12. Promoting and encouraging the submission of applications for NLM-funded grants.

- In November, Heidi Sandstrom assisted Janet Hobbs, Library Director, Cedars-Sinai Medical Center, in developing a proposal for a Major Outreach Award.

---

[2] https://staff.nnlm.gov/usage/psr/

- Four proposals were received in November in response to the Major Outreach Award RFP issued in September 2003. A committee to review the proposals was formed and teleconferenced in December and January. One proposal was found "not acceptable" for funding, two were accepted for funding, and one was sent back to the PI with questions from one of the reviewers.

13. Following up on NLM-funded grants.

- Alan Carr received quarterly reports for continuing Express Outreach Awards. Several projects were completed during this quarter.

Outreach Subcontracts

- Quarterly reports were received for continuing PSRML Express Outreach Awards.

- Outreach Subcontracts: An overview of project accomplishments appears here, and complete quarterly reports from subcontractors are included in **Appendix A**. The Subcontractor outreach activity tabular reports were generated from the National Online Mapping and Reporting System[3]. Outreach data included in the summaries are: total number of activities; total number of activities that included a significant number of minorities and total number of participants.

- **Access to Health Information for Arizona's Tribal Nations**

Total Training/Demonstrations:	**4**
Total sessions of participants were 50% $\geq$ minorities:	**0**
Total Participants:	**52**

- **Petaluma Health Information Access – Redwood Health Library**
  Subcontractor Eris Weaver completed her project this quarter with the production of a fourth video program, on cardiopulmonary resuscitation. All video programs created as a result of this subcontract were aired on KRCB, a PBS affiliated television station. Feedback from viewers has been very positive.

Total Training/Demonstrations:	**NA**

---

[3] https://staff.nnlm.gov/outreach/activity_reporting/

- **San Fernando Health Information Outreach – Olive View/UCLA Medical Center**
  Subcontractor Marsha Kmec completed her project this quarter by conducting five training sessions on MedlinePlus and PubMed, with a total attendance of about 75 people. During the course of her subcontract, Ms. Kmec forged alliances with several public libraries, which continue to utilize her services. Ms. Kmec plans to maintain these established relationships.

Total Training/Demonstrations:	5
Total sessions of participants were 50% ≥ minorities:	0
Total Participants:	75

- **Assessing Potential of Handheld Computing Applications in Public Health – Savitt Medical Library, University of Nevada**
  During this quarter, subcontractor Terry Henner continued working with members of the pilot study, and ordered keyboards to facilitate data entry into their PDAs. Mr. Henner also conducted extensive interviews with the pilot group to elicit ideas on additional content that could be downloaded from the Internet into the PDAs. Mr. Henner presented a report on the project at the Nevada Public Health Association annual meeting in Las Vegas in December.

Total Training/Demonstrations:	NA

- **Model System for Integration of NLM Resources into Internet-based Information Systems for Rare Disease – Judith Tuttle Memorial Research Library, Periodic Paralysis Association**
  Subcontractor Patrick Cochran completed his project during the quarter, and implemented a new "Ask the Experts" online database system, which draws questions from around the world on a daily basis. Mr. Cochran also established access to from his revamped Web site[4], which provides easy access to information abut the diagnosis and management of the periodic paralyses. Partly as a result of this project, Mr. Cochran was invited to participate in a newly funded NIH project called the Rare Disease Clinical Research Network (RDCRN). Mr. Cochran attended a Steering Committee meeting for RDRCN on January 13-14 in Tampa, Florida.

Total Training/Demonstrations:	NA

---

[4] www.PPADoctor.org

- **Basic Health Research for Adult Learners – Vision Literacy Service,** SantaClara County

  Vision Literacy staff continued their collaboration with PlaneTree Health Library and Santa Clara Valley Medical Center to increase the number of low literacy level health links on the Web page[5] The Health Literacy Partnership also hosted a forum with guest speaker Dean Schillinger, and gave two adult literacy conference presentations on the success of its Community Learning Centers. In addition, the Health Literacy Partnership gave 19 brief individualized MedlinePlus training sessions to patrons in the two Community Learning Centers.

Total Training/Demonstrations:	**19**
Total sessions of participants were 50% ≥ minorities:	**0**
Total Participants:	**19**

- 3rd Quarter reports were received from the **Access to Electronic Health Information (AEHI) project** contracts. All reports are in included in **Appendix C**.

  - Central Valley Access to Electronic Health Information Project - **Henry Madden Library, California State University, Fresno, CA**

Total Training/Demonstrations:	**1**
Total sessions of participants were 50% ≥ minorities:	**3**
Total Participants:	**10**

  - Facilitating School Nurses' Access to Electronic Data - **Library & Information Access, San Diego State University, San Diego, CA**

Total Training/Demonstrations:	**NA**

  - Hawaii Health Portal - **Hawaii Medical Library, Honolulu, Hawaii**

Total Training/Demonstrations:	**5**
Total sessions of participants were 50% ≥ minorities:	**4**
Total Participants:	**47**

  - Partnership: Good Samaritan Regional Medical Center and the Body Positive Foundation of Phoenix - **Good Samaritan Regional Medical Center, Health Sciences Library, Phoenix, Arizona**

Total Training/Demonstrations:	**7**
Total sessions of participants were 50% ≥ minorities:	**3**
Total Participants:	**120**

---

[5] www.planetreesanjose.org/easy_to_read_resources.

B. OUTREACH PROGRAMS

1. Outreach to Health Professionals

   ▪ The following summarizes the outreach activities completed as part of the RML contract.

Total Training/Demonstrations:	**82**
Total sessions of participants were 50% ≥ minorities:	**8**
Total Participants:	**1509**

   ▪ Alan Carr continued working on plans to promote links to NLM resources in the region, according to objective 1 of the Outreach Program Public Health Logic Model. Requests were sent to all Webmasters for the state public health associations in AZ, CA, HI, and NV. As a result, the "Partners" page was added as a link on the main Web page of the HI Public Health Association.

   ▪ Alan Carr continued working with Gail Gibson to plan NLM resources training for public health nurses in Lake County, CA.

   ▪ At the American Public Health Association annual meeting, Alan Carr met with Catharine Riley from the AZ Turning Point Project, Laura Hardcastle from the CA Department of Health Services, and Nina Agbayani from the Association of Asian Pacific Community Health Organizations, to discuss potential outreach collaborations.

   ▪ In January, Kay Deeney responded to Julian Owen's request for NN/LM PSR assistance in identifying regional training sites for a health information outreach project, Project AHEAD, which focuses on diabetes education. He is looking for sites in Los Angeles, San Francisco and Honolulu.

2. Consumer Health Information Services

   ▪ Activities this quarter were focused on preparing for a January 28 health literacy symposium, and for the subsequent Joint MLA Chapters Meeting, held on January 29-31, 2004.

   ▪ On January 28, the Pacific Southwest Regional Medical Library hosted "Stake Your Claim to Health Literacy."[6] This one-day educational symposium focused on the practical knowledge and tools needed to participate in Health Literacy initiatives within the healthcare and health information arena. The symposium built on the foundation provided by the September 2003 MLA satellite teleconference, *Reading Between the Lines: Focusing on Health Information Literacy*. The event was co-sponsored by the NCNMLG, MLGSCA, and PNC chapters of the Medical Library Association and preceded their joint meeting in Sacramento, California. The symposium was developed by an advisory group of library and literacy professionals from the NN/LM Pacific Northwest and Pacific Southwest Regions. "Stake Your Claim to Health Literacy" drew over 100 participants and included medical librarians, public librarians, healthcare interpreters, and health educators. Symposium materials can be found in **Appendix C.**

---

[6] http://ncnmlg.stanford.edu/calendar/jtmtg2004/symposium.html

- Heidi Sandstrom, along with Cathy Burroughs and Gail Kouame, presented a paper at the MLA Joint Chapters Meeting in Sacramento on the Public Libraries and Community Partners resource.[7]

- Alan Carr met with Ruth Bayhylle, a graduate student from the UCLA DLIS, who has experience working with the Native American community. Ruth provided contact information for three tribal librarians in the Inland Empire area of Southern CA, who could be potentially helpful in planning community outreach training.

- Kay presented the Introduction to Consumer Health Resources at the National Library of Medicine workshop at the Glendale Public Library, Glendale, Arizona and the Scottsdale Public Library, Scottsdale, Arizona in November.

- Kay Deeney continued to oversee the Medical Digital Reference Project in the Region. Medical librarians answered eight QRC questions this quarter. Many 24/7 public librarians are continuing to refer questions they can't answer to this area of 24/7 Reference. The service has continued to receive very few live virtual reference questions.

3. Training to Support Electronic Access to Health Information

- Alan Carr and Natalie Kamper attended the "NN/LM Public Health Train-the-Trainer Event" in Salt Lake City, UT, on November 14, 2003. This activity was related to objective 2 of the Outreach Program Public Health Logic Model, involving preparation of a training package for public health professionals.

- During this quarter, the RML solicited participation in the February 2004 NTCC class that will be taught in Salt Lake City, but will be viewed at Loma Linda University.

- In January we were approached by the San Diego Community Technology Coalition to participate in a one day conference, but because of the short notice we postponed it until March.

4. Exhibits and Presentations at Meetings

- PSR staff exhibited at the following national meetings during this quarter:
  American Translators Association, Phoenix, AZ
  Gerontological Society of America, San Diego, CA
  ALA Midwinter, San Diego, CA

- Kay Deeney and Julie Kwan taught a preconference workshop on "Effective Internet Searching Techniques: Research Strategies for NLM Databases and Other Governmental Health Research and Scientific Resources" in San Diego before the Gerontological Society of America Annual Meeting.

---

[7] http://ncnmlg.stanford.edu/calendar/jtmtg2004/presentations/burroughs_PaperPresent.ppt

- On January 29, the two west coast regional offices of the National Network of Libraries of Medicine (PSR and PNR) presented the "RML Update"[8] (see the "What's New at NN/LM" handout from the "RML Update" in **Appendix B in Exhibit Reports**). After initial presentations by Heidi Sandstrom and Neil Rambo, the RMLs hosted a game show[9] with questions on PubMed, MedlinePlus, DOCLINE, Gateway, ToxTown, Household Products Database, and other NLM systems.

- Alan Carr assisted at the American Public Health Association meeting in San Francisco, November 16-19, 2003.

- We also exhibited at the Joint Meeting of the Northern California and Nevada Medical Group (NCNMLG), the Medical Library Group of Southern California and Arizona (MLGSCA), and the Pacific Northwest Chapter of the Medical Library Association (PNC/MLA) in January, 2004.

- Heidi Sandstrom and Siobhan Blackwell cancelled their November 7th presentation to the Nevada Library Association of inclement weather.

5. Technology Awareness and Integration

- In December, we submitted Hawaii Medical Library and Savitt Medical Library, University of Nevada, Reno, as our first and second choices for Phase II of the NLM Centric Internet project. Hawaii was selected in January to receive funding for this project.

6. Library Improvement

- Kay met with Betty Mason, the librarian at D-Q University, Davis, CA. We are exploring a library improvement grant with D-Q, a tribal college.

7. Connections

- N/A

C. OTHER ACTIVITIES

- Judy Consales was appointed PSRML Director as of November 1, 2003.

- On November 17-18, 2003 Mike Kronenfeld visited the Louise M. Darling Biomedical Library, including the regional offices, to identify trends in academic health sciences libraries (AHSLs) as they adapt to the shift from a print knowledgebase to an increasingly digital knowledgebase. His visit was funded by an MLA David A. Kronick Traveling Fellowship.

- In January, Heidi Sandstrom was invited to participate in California Literacy's Health Literacy Quality Standards Task Force.

---

[8] http://nnlm.gov/psr/pdf/2004jtmtg_hand.pdf
[9] http://nnlm.gov/psr/pres/jtmtg2004_gameshow.html

- In October, Natalie Kamper joined Heidi Sandstrom in participating in the MLA Task Force for Health Information Literacy, which meets monthly. Her participation supports Natalie's NLM Second Year Associate program goals in the area of health literacy

- In January 2004, a search committee was convened to recommend an appointee for the position of PSRML Associate Director. Judy Consales was appointed as chair of the committee. Julie Kwan and Michael Miller were both asked to serve on the committee. The committee also included Craig Haynes, Head of the UCSD Medical Center Library as a network representative.

- Jeanneth Quevedo, Administrative Assistant II, was transferred within the Louise M. Darling Biomedical Library from the Administration office to the NN/LM PSR office on November 19, 2003.

- Julie Kwan continued working with the University of Southern California's Center for Software Engineering projects. Andrea Lynch joined this effort mid-semester. By semester's end, we learned that the team working on the EFTS file builder program would not continue during the Spring Quarter. This means that the project will not go beyond the prototype stage. However, the team working on the frequently asked questions database will continue. During Spring Semester, they will develop a functional system.

- RML staff meet for a half-day planning retreat on December 19, 2003.

APPENDIX A:

EXHIBIT REPORTS

EXHIBIT REPORT OUTLINE

I.   DATE OF REPORT   January 23, 2004

II.   NAME OF PERSON SUBMITTING REPORT   Kay Deeney

III. ADDRESS   PSRML

IV.   EXHIBIT:

   A.   Name of Meeting   **ALA Midwinter**

   B.   Location (City, State)   San Diego, CA

   C.   Dates   January 9-12, 2004

   D.   Staff   Kay Deeney, Julie Kwan; Deborah Batey, VA San Diego Healthcare System, San Diego; Barbara Bibel, Oakland Public Library, Oakland, CA; Judy Bube, University of California at Irvine, Science Library, Irvine, CA; Anna Habetler, San Diego, CA; Andrea Lynch, UCLA GSELIS graduate student, Los Angeles; Marilyn Schwartz, Naval Medical Center Library, San Diego, CA

   E.   Number of Registrants   7,944

   F.   Number of Exhibits ~800

   G.   Specify by Days:

Dates	Hours	Visitors	NLM Demos	Internet Demos
1/9/04	5:15-7:30 pm	34	9	
1/10/04	9:00-5:00 pm	107	32	2
1/11/04	9:00-5:00 pm	121	35	1
1/12/04	9:00-2:00 pm	57	21	1
Total	**23.25 hours**	**319**	**97**	**4**

   H.   Total Number of People Visiting the Booth   319

   I.   Total Number of NLM System Demonstrations   97

   J.   Total Number of Internet Demonstrations other than NLM System Demonstrations 4

V.   EXHIBIT SUMMARY (Narrative)

K. Distribution of Pre-mailers, Letters or Invitations (if applicable)

L. Description of Booth Location
        Good booth location, near ProQuest, was located in left central area near book publishers.

M. Description of Program Presentations

        ALA Midwinter Meeting is an organizational meeting for the planning of the Annual
        Meeting. CE classes are discouraged. Getting on the program was not appropriate. At
        the booth, we presented librarians with MedlinePlus, NIHSeniorHealth, PubMed,
        Household products Database and Tox Town.

N. Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were
    highlighted.

        ToxTown posters, Health Hotlines

O. Problems
        Internet provider was overwhelmed by the number of requests for connectivity, hence we
        received mediocre service. At least one computer was unavailable part of each day. We set
        up the NIHSeniorHealth CD during these times.

P. User feedback
        "We like what NLM is doing with PubMed Central! Thank you!" from a small academic library.
        "Can NLM place a higher priority on the ISO/ILL protocol for the three top vendors?" Two
        attendees were interested in the MBI course in Woodshole. We let them know the deadline
        was approaching (Jan 20). Brooklyn Public Library was working on an Internet project on
        disability information for the children themselves. Community college librarian was interested
        in using NLM tools better for working with her nursing students. About MedlinePlus, "I love
        this; I send a lot of people to it!" "This really is a good use of tax money!" "I'm setting up a
        library in Afghanistan. We could really use MedlinePlus because it's free." Some librarians
        from the National Library Services for the Blind and Physically Handicapped were very
        impressed with MedlinePlus.) "Why can't PubMed recognize a user's IP address range and
        automatically display library Linkout icons for that IP?"

        G. Suggestions/comments
            One librarian had a problem with eISSN vs ISSN and SFX. "NLM needs to move more
            quickly to make DOCLINE truly ISO compliant."

         H. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons
                                       for your answer)
            Yes, the meeting was useful for making contacts with public and college librarians in addition
            to seeing some of our regional network members. We spread the word about MedlinePlus
            and PubMed & other NLM databases, and made contacts for outreach activities.

VI.   BUDGET SHEET

VII.   APPENDICES:

        Maps of exhibit hall
        Pictures
        Samples of promotional materials used

Exhibit Budget SHEET

Meeting Title:	American Library Association
Meeting City, State:	San Diego, California
Meeting Dates:	January 9-14, 2004

ITEM	COST
Booth space fee	$1,425.00
Internet connection fee	$2,189.73
Other booth fees : carpet/padding: $279.00; furniture table: $900.00; electrical rental: $320.00; cleaning: $n/a	$1,499.00
Total Exhibit Booth Fees	**$5,113.73**
Shipping	$275.00
Drayage and material handling	$400.00
Total travel costs (including mileage, parking, airfare, accommodation, per diem) Julie Kwan $1488.54 Kay Deeney $1182.10 Volunteer $28.90 Volunteer $38.00	$2,737.54
Other costs (phone lines)	N/A
TOTAL EXHIBIT COST	**$8,526.27**

EXHIBIT REPORT OUTLINE

I.   DATE OF REPORT   November 18, 2003

II.   NAME OF PERSON SUBMITTING REPORT   Kay Deeney

III.   ADDRESS   PSR

IV.   EXHIBIT:

  A. Name of Meeting   **American Translators Association Annual Conference**

  B. Location (City, State)   Phoenix, AZ

  C. Dates   November 5-8, 2003

  D. Staff   Alan Carr Carr; Kay Deeney; Michael R. Kronenfeld, Arizona School of Health Sciences; Learning Resources Division, Mesa AZ; Rebecca Birr, Maricopa Integrated Health System, Health Science Library, Phoenix, AZ

  E. Number of Registrants   1326

  F. Number of Exhibits   31

  G. Specify by Days:

         1. Exhibit Hours
         2. Number of People Visiting the Booth
         3. Number of NLM System Demonstrations
         4. Number of Internet Demonstrations other than NLM System Demonstrations

Dates	Hours	Visitors	NLM Demos
11/5/03	5:00-8:00 pm	36	13
11/6/03	11:00-6:00 pm	86	34
11/7/03	10:00-6:00 pm	77	33
11/8/03	**9-2**	**40**	**12**
Total	**23 hours**	**239**	**92**

  H.   Total Number of People Visiting the Booth   239

  I.   Total Number of NLM System Demonstrations   92

  J.   Total Number of Internet Demonstrations other than NLM System Demonstrations   0

V.   EXHIBIT SUMMARY (Narrative)

  K. Distribution of Pre-mailers, Letters or Invitations (if applicable)
        N/A

  L. Description of Booth Location

In first row near entrance, corner booth, but poor visibility. The exhibit located in an aluminum tent was not well lit, with no bathrooms. We were located near a noisy fan, which was blowing cold air directly on us.

M. Description of Program Presentations

ATA's call for papers was before we were assigned the exhibit.
In the booth, we demonstrated MedlinePlus for attendees. A few technical translators discussed PubMed with us.

N. Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted.
   No

O. Problems
   Meetings and coffee breaks were across the street at the hotel. During the evening social which was during exhibit hours, desserts were served in the exhibit area, but many attendees stayed at the hotel reception, and didn't bother coming for the desserts. Exhibits and job fair were combined; so many attendees asked if we were looking for translators. Exhibits should have been open during the business meeting, which many didn't attend.

P. User feedback
   Attendees were very appreciative and interested in NLM resources, particularly MedlinePlus. One gentleman thanked me for the books in PMC. The translator for the Spanish CDC pages critiqued MedlinePlus favorably! Interpreters and translators found the Medical Encyclopedia in MedlinePlus extremely useful, both for Spanish to English, and just for English. Many of them wanted to know if NLM was hiring translators. Health Hotlines—very good to have organization names translated into Spanish. It saves the translators a lot of time!

   G. Suggestions/comments
      More foreign languages in MedlinePlus. Easier way to search for MedlinePlus by foreign languages. The Korean Medical Association may have materials for MedlinePlus.

Q. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer)

   Yes, the recently formed Medical Division of ATA was very interested in our tools. It is composed of interpreters and translators. We were approached about doing a class next year, but their meeting will be in Canada. The year after the meeting will be in Seattle, WA.

VI.   BUDGET SHEET

VII.   APPENDICES:

   Maps of exhibit hall
   Pictures
   Samples of promotional materials used

Exhibit Budget SHEET

Meeting Title:	American Translator's Association
Meeting City, State:	Phoenix, Arizona
Meeting Dates:	November 5-8, 2003

ITEM	COST
Booth space fee	$1,125.00
Internet connection fee	$ 900.00
Other booth fees : carpet/padding: 322.00; furniture table: $130.00; electrical rental: $432.40; cleaning: $40.00	$924.40
Total Exhibit Booth Fees	**$2,949.40**
Shipping	$98.91
Drayage and material handling	$189.00
Total travel costs (including mileage, parking, airfare, accommodation, per diem) Alan Carr Carr $771.04 Kay Deeney $1,095.41	$1,866.45
Other costs (phone lines)	N/A
TOTAL EXHIBIT COST	**$5,103.76**

EXHIBIT REPORT: Joint Meeting 2004

I.   DATE OF REPORT: February 20, 2004

II.   NAME OF PERSON SUBMITTING REPORT: Andrea Lynch

III. ADDRESS: PSRML

IV.   EXHIBIT:

A. Name of Meeting: **Joint Meeting of the Northern California and Nevada Medical Group (NCNMLG), the Medical Library Group of Southern California and Arizona (MLGSCA), and the Pacific Northwest Chapter of the Medical Library Association (PNC/MLA): 2004 Gold Rush: The Information Frontier**

B. Location (City, State): Sacramento, CA

C. Dates: January 28 - 30, 2004

D. Staff:

   PSRML – Alan Carr Carr, Kay Deeney, Julie Kwan, Andrea Lynch, and Heidi Sandstrom

   PNRML – Susan Barnes, Maryanne Blake, Gail Kouame, and Linda Milgrom

E. Number of Registrants: 170

F. Number of Exhibits: 25

G. Specify by Days:

Dates	Hours
1/28/04	7:00-9:30 pm
1/29/04	7:00-5:00 pm
1/30/04	7:00-5:00 pm
Total	**20.5 hours**

H.   Total Number of People Visiting the Booth: n/a

I.   Total Number of NLM System Demonstrations: n/a

J.   Total Number of Internet Demonstrations other than NLM System Demonstrations: n/a

V.   EXHIBIT SUMMARY (Narrative)

K. Distribution of Pre-mailers, Letters or Invitations
There was a DOCLINE 2.0 flyer that was distributed at the meeting before the exhibitor demonstration. Copies of this flyer were put in the hospitality booth as well as put on a bulletin board and handed out at the exhibit booth.

L. Description of Booth Location
    NN/LM PNR and PSR's booth was located in a corner booth at the far end of where people were coming into the room.

M. Description of Program Presentations
    NN/LM PNR and PSR presented an exhibitor demonstration and RML update as part of the 2004 Joint Meeting. The exhibitor demonstration focused on DOCLINE 2.0. The presenters were Susan Barnes, Julie Kwan, and Andrea Lynch (see DOCLINE 2.0 handout). This demonstration was held on Friday, January 30th at 7:30am to 8:15am (45 minutes) in the Calaveras Room, Holiday Inn Capital Plaza. Approximately ten people attended this demonstration. The "RML Update" was held on January 30th at 2pm (1 hour) in the California Room and included updates from both the RMLs. The RML Update made use of a game show theme to review database information. Approximately 100 people attended this program.

N. Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted. Yes, SIS resources were highlighted at the Joint Meeting. At the exhibit booth we displayed copies of the *Health Hotlines*. During the "RML Update" game show, we asked questions regarding ToxTown and the Household Products Database web resources.

O. Problems: The only problem we experienced was the location of the exhibit booth. It was in a corner of the room, which we asked for, but it was near an opening where our booth could not block. Therefore, we could not situate the exhibit the way we would have liked.

P. User feedback: We received positive responses on the RML post-it that was created especially for the meeting.

Q. Suggestions/comments: none.

R. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer) Yes, NLM should exhibit at every Joint Meeting as a way to give Network members and prospective Network members a chance to ask questions and find out new information at the booth and at the "RML Update."

VI. BUDGET SHEET

VII. APPENDICES:

    Maps of exhibit hall

    Pictures

From left to right: Neil Rambo, Sherrilynne Fuller, Maryanne Blake, and Linda Milgrom

From left to right: Neil Rambo, Sherrilynne Fuller, Maryanne Blake, and Andrea Lynch

Samples of promotional materials used
What's New at NN/LM handout[10]
DOCLINE handout [11]

---

[10] http://www.nnlm.gov/psr/pdf/2004jtmtg_hand.pdf
[11] http://www.nnlm.gov/psr/pdf/2004jtmtg_docline.pdf

What's New at NN/LM?

DOCLINE 2.0

Version DOCLINE 2.0 came up on December 7, 2003. Have you reviewed your **Institution** record and updated it? Have you made changes to your routing table?

http://docline.gov/

Electronic Funds Transfer System (EFTS)

EFTS, the Electronic Funds Transfer System, is a transaction based electronic billing system for interlibrary loan and document delivery charges. Have you signed up? If not, visit the EFTS webpage, especially the **Join EFTS** section of the website.

http://efts.uchc.edu/

Tox Town

An interactive guide to toxic chemicals and **environmental** health risks you might encounter in everyday life, in everyday places.

http://toxtown.nlm.nih.gov/

t

Household Products Database

What's under your kitchen sink, in your garage, in your bathroom, and on the shelves in your laundry room? Do these **household products** pose a potential health **risk** to you and your family?

http://h.nlm.nih.gov/

MedlinePlus

Do you provide consumer health services? Your **library** can be **linked** from MedlinePlus by updating your institution record in DOCLINE.

http://medlineplus.gov

NLM and NLM System Mailing Lists

Sign up for one or more **announcement lists** to receive updates from NLM. Several email lists are available for MedlinePlus, such as on diabetes, mental health, and seniors' health.

http://www.nlm.nih.gov/listserv/emaillists.html

NIHSeniorHealth

This website for **older adults** was developed by the National Institute on Aging and the National Library of Medicine, both parts of the National Institutes of Health.

http://nihseniorhealth.gov/

Haz-Map

Are you curious about the association between **hazardous** substances and **occupational** diseases? This Specialized Information Services database links occupations and specific job tasks with potential exposures and symptoms of occupational diseases.

http://hazmap.nlm.nih.gov/

Open Access

PubMed Central

PubMed Central is growing! It's now a separate, searchable Entrez database. Also, the *Journal of the Medical Library Association* is available full-text for all issues back to the first volume in 1911.

http://www.pubmedcentral.nih.gov/

PubMed's Free Full-Text Article Icons

PubMed Central **full-text** articles that are indexed in PubMed are indicated in the Summary display by this icon:

Other open access articles that are indexed in PubMed are indicated in the Summary display by this icon:

http://www.ncbi.nlm.nih.gov/entrez/query/static/help/pmhelp.html#DisplayingDocuments

Read More About It!

Definitions and details about **Open Access** Publishing are available in PubMed Central's *About PMC* section.

http://www.pubmedcentral.nih.gov/about/openaccess.html

Partners in Information Access for the Public Health Workforce

A collaboration of agencies and organizations with a common goal of helping the **public health workforce** find and use information effectively to improve and protect the public's health.

http://phpartners.org/

Outreach Initiatives—Public Librarians and the Public Health Workforce

All eight NN/LM regions have a special focus on **improving information access** and health literacy skills; and increasing community partnerships with these groups.

http://nnlm.gov/projects/

Got Ideas?

Please share them with us! **Visit the booth!** You can call or email us after the meeting to share your ideas.

psr-nnlm@library.ucla.edu or **nnlm@u.washington.edu**
(800) 338-7657

Pacific Southwest Regional Medical Library
UCLA Louise M. Darling Biomedical Library
12-077 Center for the Health Sciences
Box 951798 Los Angeles, CA 90095-1798
Phone: (800) 338-7657 or (310) 825-1200
Fax: (310) 825-5389
E-mail: psr-nnlm@library.ucla.edu

Pacific Northwest Regional Medical Library
University of Washington
Box 357155
Seattle, WA 98195-7155
Phone: (800) 338-7657 or (206) 543-8262
Fax: (206) 543-2469
E-mail: nnlm@u.washington.edu

Exhibit Budget SHEET

Meeting Title:	Joint Meeting of the Northern California and Nevada Medical Group (NCNMLG), the Medical Library Group of Southern California and Arizona (MLGSCA), and the Pacific Northwest Chapter of the Medical Library Association (PNC/MLA): 2004 Gold Rush: The Information Frontier
Meeting City, State:	Sacramento, CA
Meeting Dates:	January 28 - 30, 2004

ITEM	COST
Booth space fee (Included PSRML Sponsorship)	$1,500.00
Internet connection fee	140.00
Other booth fees: n/a	$0.00
Total Exhibit Booth Fees	**$1640.00**
Shipping	$300.00
Drayage and material handling	$200.00
Total travel costs (including mileage, parking, airfare, accommodation, per diem) (All Librarians)	~$800.00
Other costs (Materials/Handouts for booth)	$1034.69
TOTAL EXHIBIT COST	$3,974.69

EXHIBIT REPORT OUTLINE

I.   DATE OF REPORT   December 2, 2003

II.   NAME OF PERSON SUBMITTING REPORT   Kay Deeney

III.   ADDRESS   PSR

IV.   EXHIBIT:

   A. Name of Meeting   **Gerontological Society of America Annual Meeting**

   B. Location   San Diego, CA

   C. Dates   November 21-24, 2003

   D. Staff   Kay Deeney; Julie Kwan; Judy Bube, University of California at Irvine, Science Library, Irvine, CA; Jenny Parsons, University of California, San Diego, Biomedical Library, San Diego, CA

   E. Number of Registrants   4000

   F. Number of Exhibits   150

   G. Specify by Days:

           1. Exhibit Hours
           2. Number of People Visiting the Booth
           3. Number of NLM System Demonstrations
           4. Number of Internet Demonstrations other than NLM System Demonstrations

   H. Total Number of People Visiting the Booth   273

Dates	Hours	Visitors	NLM Demos	Internet Demos
11/21/03	5:00 7:00 pm	28	10	
11/22/03	9:00-4:00 pm	116	44	1
11/23/03	9:00-4:00 pm	77	36	2
11/24/03	9:00-1:00 pm	52	18	
Total	**20 hours**	**273**	**108**	**3**

   I. Total Number of NLM System Demonstrations   108

   J. Total Number of Internet Demonstrations other than NLM System Demonstrations 3

V.   EXHIBIT SUMMARY (Narrative)

   K. Distribution of Pre-mailers, Letters or Invitations (if applicable)
           N/A

   L. Description of Booth Location

Corner booth, in back area. Initially we thought we would be near the posters, but they put up a large divider. Most of the exhibitors were universities promoting their gerontology programs. A few book publishers, NIA, and CDC.

M. Description of Program Presentations

We taught a four hour preconference workshop, "Effective Internet Searching Techniques: Research Strategies for NLM Databases and Other Governmental Health Research and Scientific Resources" to 10 GSA attendees. It was very successful. Working on a lead from Donna Berryman (Region 8), we arranged the class with Heather Moulton, Chair of the GSA Technology. We had problems with the GSA coordinator because she would only correspond with Ms. Moulton. She switched the class time, but persisted in publicizing the incorrect class time.

We demonstrated NIHSeniorHealth, PubMed and MedlinePlus. The PubMed and MedlinePlus trifolds were very useful. We demoed cubby to the researchers and clinicians who were interested.
Many of the booth attendees were university-based. They responded well when we approached them with teaching tools; we presented the PubMed and MedlinePlus Basics brochures as teaching tools.

N. Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted.
No.

O. Problems
Half of the attendees met in the Marriott next door. Many of the meetings in the SD Convention Center were far away from the exhibitors. Attendees complained about too much walking!

P. User feedback
One attendee, who liked the interactive tutorials very much, suggested that the tutorials include, at the beginning, the total number of slides and an estimate of how long it would take to view the entire module.
Please add an "About Senior Health" page similar to "About MedlinePlus."

G. Suggestions/comments
Create easier access to non-English, non-Spanish language material in MEDLINEplus, especially Asian languages.
Can you include links to book reviews or other sources to help identify good books on a subject? It would be helpful to have recommendations to take to the public library.
Add Diabetes to NIHSeniorHealth since 1 of 5 elderly is diabetic.
We had many international attendees: from the United Kingdom, New ZeAlan Carrd, the Netherlands, Switzerland, and Israel.

Q. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer)
Yes, there was a lot of interest in NLM resources from MedlinePlus, NIHSeniorHealth and what's new in PubMed. There were a lot of partnership opportunities.

VI.   BUDGET SHEET

VII.   APPENDICES:

Maps of exhibit hall
Pictures
Samples of promotional materials used

Exhibit Budget SHEET

Meeting Title:	Gerontological Society of America
Meeting City, State:	San Diego, California
Meeting Dates:	November 21-24, 2003

ITEM	COST
Booth space fee	$850.00
Internet connection fee	$1,400.00
Other booth fees : carpet/padding: $115.00; furniture table: $327.00; electrical rental: $200.00; cleaning: $40.00	$682.00
Total Exhibit Booth Fees	**$2,932.00**
Shipping	$679.08
Drayage and material handling	$400.00
Total travel costs (including mileage, parking, airfare, accommodation, per diem) Heidi Sandstrom $48.00 Julie Kwan $1072.56 Volunteer $13.76	$1,134.32
Other costs (phone lines)	N/A
TOTAL EXHIBIT COST	**$5,145.40**

APPENDIX B:

OUTREACH SUBCONTRACT REPORTS

NN/NLM

Express Outreach Award

FINAL REPORT

October 31st – January 31st, 2004

Model System for Integration of NLM Resources into Internet-based Information Systems for Rare Disease

---

Periodic Paralysis Association
1024 Royal Oaks Drive #620
Monrovia, CA 91016

PO # 5415 G DC 497 00

Patrick E. Cochran, Ph.D., C.S.D.
1024 Royal Oaks Drive #620
Monrovia, CA 91016
626-303-3244

Submitted: February 1, 2004

Overview:

Project purpose: to advance information access for the Rare Disease Community by: 1) providing a model web-based information system focusing on a specific class of disorders (Periodic Paralysis) and, 2) integrating existing NIH, NLM, ORD, and other electronic information resources.

Goals:

To promote improved information access mechanisms for the rare disease community.

To encourage innovation in on-line information systems for special medical needs.

To identify and make accessible the products and services of NLM and the NN/LM to the still underserved community of rare disease.

To improve access to health information for both health professionals and health consumers without adequate access to library and information services.

To promote awareness and use of technology applications for improved information access for the Rare Disease Community.

Specific Project Targets:

1. Primary Care Physicians who have a limited knowledge of, or access to, information specific to the diagnosis and care of individuals suffering from Periodic Paralysis and Non-dystrophic Myotonias.

2. Members of the public (consumers) including patients and family members

or other caretakers.

Successes:

We are fortunate to have had a number of early opportunities to help us meet the purposes and goals of this important project in ways we intended and also in ways we had no way of anticipating.

- Since the new Periodic Paralysis Resource Center was launched on October 6th, 2003, http://www.periodicparalysis.org , we have focused on promotion of the site, and have participated in opportunities to use our experience to help bolster the effective use of the Internet as an effective resource for information dissemination for rare diseases.

- Our new **Ask the Experts** on-line database system is functioning, and we receive medical-related questions from around the world on a near daily basis. The new web-based information system is a key resource for both physicians and patients.

- Our self-managed member-registration system has been implemented, allowing registration, personal profile management, and the ability for members to turn on or off their individual access to the PPA member E-mail list serve.

Impact of Information:

- We continue to receive reports of impact from the new site, including feedback that member's physicians have established hot-links to the site for reference.

- We presented the new site at our annual meeting in Las Vegas, October 23rd – 25th, 2003. With the new upgraded technology we were able to place most of the program presentations on the site and use the site through wireless connection at the meeting site as the presentation mechanism.

Problems:

- No problems have been encountered.

Administrative and Training Activities:

- We provided dedicated training sessions on Thursday, October 23rd, and Friday, October 24th for the Las Vegas Fire and Rescue and the Boardwalk Casino (the site of our annual meeting) Security Service. These sessions were conducted by Dr. Jacob Levitt, MD, the PPA Medical Director, and consisted of emergency management training to improve the medical security for our members who attend our annual meeting. An important part of the training was to introduce them to the new Internet site where they can learn more about the Periodic Paralyses and its management.

- Additional training was provided to two neurologists located in the Las Vegas area who provided specialty consultation to the emergency rooms to help support any ER needs for individuals in the Las Vegas area.

- We have established access to www.PPADoctor.org from the new site. This resource is designed to provide speedy access to information about the diagnosis and management of the periodic paralyses and non-dystrophic myotonias. PPADoctor is now "seamless" with the new PPA website.

- We have completed the upgrade of our organization's independently operated E-mail Server and implementation of full virus protection for all PPA communication tools.

- Functional system programming is completed although we will continue to identify additional improvements as they surface.

- Population of the database is a perpetual process and the PPA is committed to continual improvement. A content editor has been engaged, and the initial review of the disease information sections has been accomplished and edits completed.

- We will continue to promote the new site to targeted medical information resources and institutions.

Partly as a result of the work and learning associated with the development of the new site, we have been invited to participate in a newly funded (NIH) multi-center, multi-year clinical research project, the Rare Disease Clinical Research Network (RDCRN). RDCRN is dedicated to the clinical study of neuromuscular channelopathies including rare forms of periodic paralysis. Among other activities we have been asked to provide consultation on a project-dedicated website and web-based data management systems.

- On December 15th and 16th, 2003, we participated as representatives of the planning committee for the Clinical Investigation of Neurological Channelopathies (CINCH) held at the University of Rochester School of Medicine, Rochester, New York.

- On January 13th and 14th, 2004, we participated in the Steering Committee for the Rare Disease Clinical Research Network (RDCRN) at the Marriott Tampa Westshore, Tampa, Florida.

The outcome of the above is the PPA now provides continuing representation to both the CINCH Organizational Committee and to the umbrella RDCRN Steering Committee. We have already had an impact on the planning and design of the interface between the RDCRN and the public it is intended to serve. This is a unique opportunity and the PPA is fully committed to participating at every possible level.

It is important to include here a note of appreciation and thanks to the NNLM and especially the staff of the Pacific Southwest Regional Medical Library (PSRML). We would not have come so far in this short time without the support and encouragement of the PSRML team and the assistance afforded by the Express Outreach Award program.

Vision Literacy Quarterly Report

Project Name: Basic Health Research for Adult Learners

Name of Institution: Vision Literacy

Location of Institution: Santa Clara County, California

Purchase Order Number: 5415G DC451

Contact information of person submitting report: Ellen Loebl
Vision Literacy
40 N. Milpitas Blvd.
Milpitas, CA 95035
(408) 293-2326 x 3070
eloebl@visionliteracy.org

Number and inclusive dates of report: Report 3 of 4, October 1 – December 31, 2003

Date Submitted: January 29, 2004

Success Stories

Vision Literacy, PlaneTree Health Library, and Santa Clara Valley Medical Center (VMC) continued their three-year history of partnering to reduce the fiscal and human costs of low health literacy in Santa Clara County. During the third quarter they enjoyed great success in meeting the following two objectives:

- creating an easy-to-use Internet-based library of low level health information links categorized by medical conditions and health interests of the target audiences
- educating health care professionals about low literacy health information.

Objective 3

During the second quarter Vision Literacy and PlaneTree launched a web page with links to existing quality health information. What sets this web page apart from others is that it is easy to access for people who are not familiar with computers or Internet navigation systems. During the third quarter the partners added 100% more topics with a total of 38 health links and improved the web site by simplifying language and making other cosmetic changes. Please see www.planetreesanjose.org/easy_to_read_resources or www.visionliteracy.org/instructional_resources.html#health to view this innovative web page. This web page was created because many of the people for whom the health information is targeted would have difficulty finding it and reading it. PlaneTree collects data on the most frequently asked health questions. PlaneTree and Vision Literacy used this data to create the easy reading web page. The web page takes users to the information with a minimum number of clicks so that they can focus their efforts on learning about their health conditions.

Objective 5

The Health Literacy Partnership hosted a breakfast forum for the community in Santa Clara County with Dean Schillinger, M.D. as a guest speaker, with an introduction by the former chair of the Santa Clara County Board of Supervisors, Blanca Alvarado. This forum reached a wide variety of health care professionals representing several hospitals and other health promotion organizations, as well as elected representatives from all levels of local government. Work on this undertaking began in the second quarter, and the forum was held early in the third quarter. Since that time several VMC doctors and departments have contacted the Health Literacy Partnership regarding ways to utilize the unique services of the Community Learning Center at VMC. One sponsoring agency that sent several representatives to the breakfast forum encouraged Vision Literacy to apply to the agency for funding of other projects that combine health and family literacy.

During this reporting period, the Health Literacy Partnership gave two adult literacy conference presentations on the success of its Community Learning Centers. The presentations, at California Literacy, Inc.'s annual statewide conference and the first ProLiteracy Worldwide conference, focused on the challenges and the benefits of diverse agencies joining forces to reduce costs and make use of each agency's strengths to create a stronger organization. At the ProLiteracy conference, several representatives from health promotion organizations attended and following the presentation brainstormed ways to support health literacy in Santa Clara County and in their own organizations.

Impact of Information

Objective 1

Some clients come from a residential substance abuse treatment program across the street from VMC. They lack literacy skills and therefore struggle with their recovery. They are sent by counselors to the Community Learning Center to build literacy skills while learning the tools to stay clean and sober. Without this extra support, they would not be able to complete their assignments for their recovery program and would be more likely to drop out of the program or relapse sooner. The support that these clients receive ranges from help with completing 12-step materials, writing an exit plan, researching the effects of substance abuse on their bodies, and learning about other diseases, conditions, and dangers associated with substance abuse, such as Hepatitis C and sharing needles. Many of these clients receive the MedlinePlus tour, which is often their first experience using a computer or the Internet. The clients receive extra attention from caring staff and volunteers at the Community Learning Center that would not be possible given the large caseloads that counselors maintain at this recovery house.

Problems

Objective 4

Owing to a staffing change at a partner agency, Vision Literacy was unable to pilot the locally written health curriculum in its program in the jail, a substance abuse treatment facility for pregnant and parenting mothers, or a Spanish language curriculum in a low-income apartment building with primarily Spanish speakers.

Objectives 1and 2

This quarter the Health Literacy Partnership offered 19 brief individualized MedlinePlus training sessions (an increase of almost 300% from the second quarter) to patrons in its two Community Learning Centers. While the number of people exposed to MedlinePlus has increased dramatically, most people who visit the Centers have little time to search for information and complete the customer satisfaction survey. They rely on staff to find much of the information for them and prepare packets to take home. If they are interested in getting health information, it is more efficient and convenient to have the staff member find the information for them and print it out to take home. Frequently, it is less embarrassing for the patron, because if the patron has a health condition or a literacy problem, they may not be interested in reviewing information in a public place. Often the home is a more comfortable way to access this information, sometimes with the help of a family member if they struggle with reading.

Administrative Activities

Objective 5

The Health Literacy Partnership met three times to revise its strategic plan, in an effort to increase participation and referrals from all areas of the health community. Increased referrals will likely result in increased visits to the Centers.

Activities Planned for Next Quarter

Objective 5

The Health Literacy Partnership has invited representatives from VMC, the VMC Foundation, and the volunteer organization that serves VMC and its clinics to its next scheduled meeting. These visits will enable the partners to team with these groups for targeted referrals, increased

funding, and assistance with the outreach plan to bring more patrons into the Community Learning Centers.

Objective 4
Vision Literacy hopes to pilot the locally produced health curriculum with three groups of learners in the jail, a substance abuse treatment facility, and with a group of its Spanish-speaking clients. This activity is dependent upon whether the other agency involved hires and trains an appropriate staff person to conduct the classes.

Objective 3
Vision Literacy and PlaneTree will continue to look for quality health information websites that are easy to read and to expand the options available on the PlaneTree Easy-to-Read resources page.

Objective1 and 2
The Health Literacy Partnership will continue to train new users in how to find health information using MedlinePlus and will seek feedback on its ease of use using the Customer Satisfaction Survey.

Vision Literacy will seek other funding sources in order to ensure that this innovative Health Literacy Partnership will continue to offer health and literacy services.

2002 Express Outreach Project
Quarterly Report 4
10/01/03 to 12/31/03
Submitted: 2/16/04

PROJECT NAME
Assessing Potential of Handheld Computing Applications in Public Health

PURCHASE ORDER NUMBER
5415 G DB 509 00

INSTITUTION
Savitt Medical Library, University of Nevada School of Medicine

LOCATION
Reno, NV 89557-0001

SUBMITTED BY
Terry Henner
Savitt Medical Library
Pennington Medical Education Bldg MS 306
University of Nevada School of Medicine
Reno, NV 89557-0001
Telephone: 775-784-4625

2002 Express Outreach Project
Quarterly Report 4
10/01/03 to 12/31/03
Submitted: 2/16/04

Administrative Activities:

During this quarter one onsite meeting was held with participants to continue the process of gathering feedback on their use of the PDAs, to ascertain problems, provide informal assistance and troubleshooting, and to distribute additional hardware, software, and PDA readable health-related files. Participants were again given 'Information Activity Tracking Logs' and directed to log a week's worth of activity capturing what kind of information-based activity was encountered when out in the field.

One of the participants assigned to the health department vector team was forced to leave due to unanticipated changes in his department's program plans. His handheld device was reassigned to a public health nurse who was then oriented to the grant initiative. Keyboards and AC/car chargers were distributed to participants, as well as copies of a Lippincott nursing drug handbook.

I gave a presentation at the Nevada Public Health Foundation annual meeting on the project activities.

Success Stories:

Participants had previously expressed concerns about the reliability of PDAs, particularly regarding battery life and power management. Two steps were taken to address this. First, we purchased AC/auto chargers for participants. This proved to give much greater confidence in the constancy of data entrusted to the PDA. One participant expressed it as having: "total piece of mind." Second, we reviewed settings on the devices and observed participants interactions with their pdas to uncover any operator errors. We found that in some cases power management settings were not optimized, and that some participants were mistakenly shutting off the backlight instead of actually powering down the device. As a result, their pdas were unexpectedly failing. We reviewed PDA features and operations with participants and expect it will resolve any lingering problems.

The nursing drug handbook proved to be very valuable as a resource on site visits in clients' homes. Downloaded .pdf files from the CDC "Pink Book" immunization handbook has likewise been used to provide information on client calls. We have also provided a demo of a gestational wheel calculator for evaluation.
With continued use, the participants are beginning to identify topical areas of interest that would be beneficial on their handheld and are requesting resources such as the Nevada State Code sections on services and facilities for child day care.

The presentation at the Nevada Public Health Foundation annual meeting on the project activities was met with a great deal of interest. Following the presentation I had the opportunity to discuss with the current President of the American Public Health Association, who was a speaker on a previous panel, on

her views on PDAs in public health. The conversation both brought some national attention to this project and shed light on some useful future directions.

Impact of Information/Technology: The participants rely on the PDA exclusively to replace print management tools such as calendars, schedulers, encounter tracking logs, tickler files, contact lists, and road atlases. Participants are eager to explore software that links to and supports daily work activities. The devices are acknowledged by participants to save time and greatly expand their capabilities while doing field work. Availability of keyboards has greatly enhanced the participants' ability to do data entry.

Problems: Participants are having difficulty transferring web files directly from desktop to PDA. The problem seems tied to their desktop configuration. We have devised a reasonably good workaround, but due to demands on participants time as well that of tech support staff, it has been difficult to arrive at an optimal solution.

Activities Planned for Next Quarter.
I will be analyzing daily activity logs and looking at behavior trends. I will continue troubleshooting web page transfer problems. I will be identifying and sharing public health resources with the participants for evaluation. I will also be investigating additional textbooks for purchase, including a medical Spanish-English dictionary.
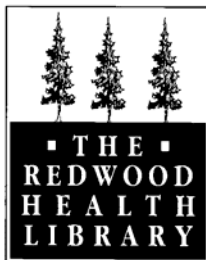
a project of the Petaluma Health Care District

Petaluma Health Information Access
Final Report

Purchase Order 5415-G-DB064

submitted by Eris Weaver, MPH, MLIS, AHIP
January 2004

Redwood Health Library
11 Fifth Street, Suite 102
Petaluma, CA 94952
707-795-2157

Success Stories: A total of four original television programs were shot during the course of the project, representing collaborations between the Library and other organizations including the Petaluma Health Center, the HealthQuest health education program, and the local cable outlet, Petaluma Community Access (PCA). Two of the programs are in Spanish and two are in English. *Tomando Control* featured a Petaluma Health Center class for Spanish-speaking patients with chronic diseases. *Como Evaluar Los Remedios Caseros y Otros Tratamientos Alternativos* discusses home remedies popular among the Latino population, how to evaluate whether they are safe and effective, and possible interactions with medications. *The Redwood Health Library* focuses on the Library and the services it offers to the community. All three of these programs have aired on PCA; the Library program also aired on local NPR/PBS affiliate KRCB. The fourth program, on cardiopulmonary resuscitation, is in post-production. Upon its completion it will also be aired on PCA and KRCB.

Feedback from viewers has been positive. The program aired on KRCB has gotten the most response, probably due to that station's larger broadcast area and audience. Future efforts will emphasize that station.

The other benefit of these productions has been the relationships built between the various players. Other relationships that have been created and strengthened are those with other literacy and education organizations such as the Petaluma Adult School and the Sonoma County Literacy Coalition. All of these organizations have received materials about the Library's resources for individuals with low literacy levels, and presentations have been made to several of them. Instructors in adult literacy and English as a second language have been borrowing videos and other materials for use in their classes.

In addition to programs created by the Library, programs produced by a variety of commercial and nonprofit organizations have also been obtained and aired on PCA. Topics have included nutrition, breast cancer, and eating disorders, scheduled to coincide with other community events focusing on those issues. The Library's video collection has been increased by 30% and usage has increased significantly.

The project was presented at the 2003 annual meeting of the Medical Library Association (MLA) as part of a section program titled "Caught in the Whirlpool: Information Needs of and Outreach Services for At-Risk and Underserved Consumer Populations." The program was well attended and many questions were asked about working with local cable outlets. It was also mentioned during the MLA health literacy teleconference "Reading Between the Lines." Requests for advice and assistance from other libraries interested in media work continue to come in.

Impact of Information: It is always difficult, if not impossible, to measure the effect of television programming. The tiny local station does not have viewership statistics; however many of those involved with the project have heard from community members who have seen the program on the air. The one program that aired on a higher-volume station has had a greater impact; we can tell every time it airs because we get phone calls from people who have seen it.

The groups with which we have been collaborating have reported high levels of satisfaction with the information that we are providing them, and we look forward to continued impact on these communities. The programs which we air on PCA are popular, as evidenced by the reluctance of

station staff to return them to us! (Community members call in to request that they be re-broadcast!)

As a result of the MLA annual meeting presentation and health information literacy teleconference, the Library has received many requests for information on using local media. This has been heartening, as one of the goals of the project was to encourage other consumer health librarians to expand into broadcast media.

The Library continues to see an increase in the number of adult school teachers and other educators seeking videos and low-literacy materials for their students, as well as requests for presentations.

Problems/Challenges: Collaboration by its very nature presents a host of challenges, as the various organizations and individuals involved have different goals, priorities, and agendas. During the course of this project, several of the other entities involved experienced crises – multiple changes of staff, loss of funding, and scheduling difficulties.

The Redwood Health Library experienced its own set of challenges during this time period, from loss of a staff position, a sudden need to relocate, and health problems in the family of the sole remaining staff member.

Actual video production itself, once all the players were finally in the same room, went very smoothly. The one challenge here was experienced during the production of Spanish language programs, as the videographer and editor speak no Spanish at all and it is a second language for Library staff. Luckily some of the collaborating organizations were able to help with translation and editing so that the programs came out well.

Administrative Activities:

June – July 2002	Ordered video catalogs.
	Previewed 18 videos.
	Discussed broadcast rights with vendors.
	Ordered videos.
	Discussed project with videographer Alan Carr Fitch.
	Initial discussions with Petaluma Health Center outreach workers Pat Hayes and Cristina Ruiz about topics most needed.
August	Met with Carol Waxman, assistant principal of Petaluma Adult School, about working with ESL, literacy, and parenting instructors.
	Faxed video lists to Ms. Waxman.
	Discussed information needs assessment that will be given to instructors next month.
September	Received and processed videos.
October	Aired programs for National Breast Cancer Awareness Month.
	Planning for video shoots continue.
November	Shot footage of *Tomando Control*; some of that footage will also be used for *Remedios Caseros*.
December	Edited *Tomando Control*.
January 2003	*Tomando Control* aired and distributed.

	Talked to Marianne Tomm about doing a presentation to ESL class.
	Talked to Pat Hayes about presentation at Tomando Control.
	Four ESL instructors borrowed videos & other materials for use in class.
February	*Remedios Caseros* aired and distributed.
	Aired three different programs for Eating Disorders Awareness Week.
March	Library move.
May	Project presented at MLA Annual Meeting.
	Redwood Health Library video shot and edited.
June	Library video aired on KRCB and PCA.
September	Project featured in MLA teleconference on health literacy.
	Library has booth at Sonoma County Book Fair, connects with other local literacy organizations.
November	Presentation at Sonoma County Literacy Coalition meeting on health literacy issues; Library resource list distributed to coalition members; several members schedule future presentations and projects with Library.
December	Ordered more existing videos.
	Shot program on community CPR. In post-production. Final cut expected January 2004.

Attachments:
- Request for reimbursement

Outreach Express Award

1. Reporting Institution: Olive View/UCLA Medical Center in conjunction with RML/Louise Darling Biomedical Library, UCLA

2. Person Submitting Report: Marsha Kmec

3. Internet email address: mkmec@ucla.edu

4. Telephone Number: 818-364-4243

5. Reporting Period: June 1, 2003 through December 31, 2003

6. Publicity: Phone calls, emails, flyers, meetings with directors, non-electronic promotional materials.

7. Outreach Sessions:

8/5/2003 Yorba Linda Public Library   28 attendants— librarians, media specialists and library personnel. Excellent session introducing participants to Medline Plus and brief verbal overview of PubMed (with live Internet access commencing).

9/28/2003   AIDS Clearinghouse. Hollywood, California. 3 participants. Overview of Medline Plus and generous instruction on PubMed.

9/29/2003   Alhambra Public Library. 14 attendants—all librarians, library directors, library personnel. Introduction and instruction/Medline Plus. I also introduced class to PubMed and gave brief instructional session per requests from class.

11/7/2003 MidValley Health Center. 14 attendants, mainly nurses and health educators. Introduction to Medline Plus. Question/answer session. Excellent group.

12/5/03 MidValley Health Center. 15 attendants, predominantly health educators. Overview of PubMed. Excellent group.

8. Financial Report

Mileage: Yorba Linda   120 miles RT
                 Hollywood   36 miles RT
                 Alhambra   85 miles RT
                 MidValley   38 miles RT
                 MidValley

                         317 miles x 35 cents = $110.95
                          Refreshments $259.64
                         6 Hours Prep $210.00
                       12 Hours Instruct. $420.00
                        7 Hours Travel $245.00
                        4 Hours Final Report $140.00

                                           $1385.59

Other accomplishments:

My services have been offered to public libraries, health agencies, county agencies, and/or patients who were affiliated with my instructional sessions. All sites are permitted to contact me during the workday or email me with any questions or for required materials.
When need be, I have pledged to visit the sites should the need arise.
A PubMed update or refresher class was recently requested by the health center in Los Angeles.

Literature searches have been faxed in as this value-added-service was widely publicized. It is a pleasure for me to provide this service free-of-charge for any library, clinic, health center or customer.

Prior to the last six months, and while I was holding instructional sessions at the Wellness Center in Pasadena, alliances and friendships were forged with cancer patients. Many patients were elated to learn of the clinical trial links through Medline Plus and have continued to email me regarding the updates and information they regularly need.

Evaluations:

Typically evaluations were distributed and attendants could rank the class from 1-5 with 5 being highest. I used a form that was developed by MLA and modified it a bit for ease of use.

Impacts and Observations:

The impact made, particularly in the public libraries setting, is stunning. Public librarians have contacted me directly and thanked me for promoting Medline Plus. Most of the public libraries that were contacted had direct links, icons and/or bookmarks for Medline Plus but rarely ventured on to the site. By promoting the ease of this remarkable site, public librarians were less apprehensive to venture into something new yet powerful and versatile. Also, public libraries have sent customers directly to me personally for assistance and in many instances the customers requested personal instruction or an overview of Medline Plus.

The alliances and relationships forged between several public libraries and myself have been quite remarkable. It is very important that these partnerships continue and remain viable.

Access to Electronic Health Information, Central Valley Access to Electronic Health Information Project (Phase I)

Henry Madden Library
California State University, Fresno
5200 North Barton, M/S ML 34
Fresno, CA 93740-8014

Submitted by:

Patrick Newell
Henry Madden Library
pnewell@csufresno.edu
Voice: (559) 278-5182
Fax: (559) 278-6952

Quarterly Report for:

September, October, and November 2003

Date Submitted: _____December 30, 2003___

Narrative Description: Central Valley Access to Electronic Healthcare Information Project

Summary/Introduction

1. **Description of Progress toward the Project's Major Objectives**
   a. **Administrative/Planning Activities**
   The project principles have met bi-weekly to organize the project.

   b. **Collaborations/Partnerships**
   Outreach to the Central Valley Health Policy Institute, Central California Center for Health and Human Services, and the College of Health and Human Services have been successful. The project organizers have been invited to present at a February 2004 regional conference on Healthcare (anticipated attendance: 1200

   c. **Publicity/Marketing Activities**
   The publicity campaign, originally planned as a small venture, was expanded to target contacts by the end of June, 2003. A telephone campaign to create awareness among county health offices was performed; all county health offices (and collaborator health offices to which the main health office referred us) were contacted and presented with information about the project.

   d. **Product/Resource Development Activities**
   Bookmarks were produced and have been provided to all libraries in the service area. An example is attached.

   e. **Site Visits**
   No site visits were performed.

   f. **Outreach Activities**
   Other than classes, no outreach activities occurred. During classes, shrink-wrapped bricks of 500 bookmarks were distributed to students who were asked to encourage others to attend the classes; class registrations began to increase significantly after this outreach started, with all classes filled to capacity.

   g. **Web site development activities**
   The web-accessible database is available. The site, http://www.lib.csufresno.edu/cchip/ , has not been publicized widely.

   h. **Exhibits**
   No exhibits occurred.

2. **Loansome Doc/Document Delivery Activities**
   No activity to report.

3. **Evaluation Activities**
   Course evaluations have been attached to the Reports of Training. Statistics for the web site will be kept, once the database has been made available to volunteers inputting data.

4. Problems/Corrective Actions
Student programmers were hired to replace those who left the University without graduating.

5. Lessons Learned/Significant Feedback
Outreach directly to students, though the distribution of bookmarks, provided the best method to market the classes. Being such a widely distributed agricultural area, the Central Valley medical communities have well-formed but informal personal networks. Distributing bookmarks to students allowed us to infiltrate these networks as students passed on the bookmarks to peers. Future projects will include this subtle yet powerful form of promoting the project.

6. Projected Activities for Next Quarter

Activities for next quarter include:
Recruitment of information-gathering volunteers
Promotion of database backed web site to volunteers
Classes taught

7. Reports of Training
Training reports will be submitted separately.

NN/LM PACIFIC SOUTHWEST REGION
ACCESS TO ELECTRONIC HEALTH INFORMATION

Providing Enhanced Access to Electronic Health Information: A Partnership Between Good Samaritan Regional Medical Center Health Sciences Library and the Body Positive Foundation of Phoenix

Good Samaritan Regional Medical Center
Health Sciences Library
Phoenix, Arizona

Sally A. Harvey
Banner Good Samaritan Medical Center
Health Sciences Library
1111 E. McDowell Road
Phoenix, AZ 85006
Voice: 602-239-4353
Fax: 602-239-3493
Email: sally.harvey@bannerhealth.com

And

Lora Robbins
Banner Good Samaritan Medical Center
Health Sciences Library
1111 E. McDowell Road
Phoenix, AZ 85006
Voice: 602 239-5445
Fax: 602 239-3493
Email: Lora.robbins@bannerhealth.com

Third Quarterly Report
September 1, 2003-November 30, 2003

Date Submitted: December , 2003

1. Description of Progress toward the Project's Major Objectives:

   a. Administrative/Planning Activities

   The third quarter has been another active period for the award. During this period, we completed our teaching to the Body Positive Staff and Clients. As of November 30th, we have taught almost 100 (48 in the third quarter) participants, although most of the classes were done in the 2nd quarter of the award.. We have taught most of the staff through their monthly staff meeting and a second "Let's do Lunch" class for the clients and staff. We also did presentations to three more support groups. We taught abridged sessions to the support groups at Body Positive. This shortened format was requested so that the support groups would be able to conduct their sessions. The group leaders and staff at Body Positive have been very supportive of our project and providing adequate time to us for our teaching. Modified packets were distributed and we have tried to reinforce our message that we are available for their information needs. We have received requests for reference assistance, literature searches from BP Staff and also from BP Clients. The Staff has also forwarded information requests from non affiliated students and health care workers to us and we have had visitors who had been apprised of our willingness to serve the public.

   b. Collaborations/Partnerships

   We did not form any new collaborations or partnerships this quarter. We do hope to reach out to at least one of the other local groups next quarter, either the McDowell Clinic, Ebony House, Native American Community Health Center, or Chicanos por la Causa. These groups all deal with clients who are living with HIV/AIDS and work primarily with minority populations.

   c. Publicity/Marketing Activities

   Most of the marketing for our programs has been done through the existing venues at Body Positive. Our programs are listed on the Body Positive Events Calendar printed in both English and Spanish and also available from their website. On October 24th, we had a display of the project at a CME course for Health Professionals sponsored by Body Positive and Gateway Community College. There we distributed pens, bookmarks, copies of our HIV webpage and highlighted various government resources

such as MedlinePlus and AIDSinfo. Many of the attendees were unfamiliar with these resources.

d.   Product/Resource Development Activities

The computer we ordered for Body Positive is ready but we are awaiting word from BP to set it up. The renovations of their facility have taken much longer than anticipated. We hope to set it up during the next quarter. We will also house the small Client Library in this same area. In late October a list of recommended book titles was generated and distributed to Ronnie Berger, the Education Coordinator at Body Positive. This list incorporated all of the titles suggested by BP as well as book recommendations from AEGIS, Library Journal and other lists. We are making minor modifications to our Web Page. We see this as an ongoing process that will make the page more useful to Body Positive Staff and Clients. We want to focus our page to remain as a strong resource to local organizations and needs.

e.   Site Visits

All of our instruction has been done at the Body Positive Offices. We have taught our classes to accommodate the clients' schedules. Most of the support groups meet in the evening and we have adjusted our work schedules accordingly. The exhibit done in late October was held at Gateway Community College in Phoenix. This exhibit was part of a CE program sponsored by Body Positive and Gateway Community College entitled "HIV, the forgotten threat. Although there were other displays, ours was the only display focusing on electronic health information. A copy of the brochure is included. (see attached #1)

f.   Outreach Activities

During this period, we had the exhibit at Gateway Community College as part of the special CME program sponsored by Body Positive. Lora Robbins also attended this training session and met representatives of other local community groups serving HIV clients.

On Sunday, November 9th, Sally Harvey participated in the Phoenix Aids Walk, which is one of the major fundraisers for the local HIV community groups. It was surprising that Body Positive, although it sponsored teams, had only a small display at the event.

We have also had a proposal accepted for a presentation at the joint MLGSCA and NCNMLG meeting in Sacramento, January 2004. The presentation will focus on our project and how community outreach is attainable for small hospital libraries. We think that other hospital librarians can benefit from our experiences.

g.   Web site development activities

The website has been developed, and is constantly revised. We have concentrated our efforts on local resources, with links to the major, comprehensive web sites like AIDSinfo and HIV InSite. When we set up the client computer at Body Positive, our

website will be the home page. We have distributed the URL on our literature to class attendees. Http://www.samaritan.edu/hiv.htm

h. Exhibits

As mentioned previously, we prepared a display at the Body Positive all day sponsored CME course, entitled "HIV: the Forgotten Threat" held at Gateway Community College Center for Health Careers. We were one of ten exhibits but the only one focusing on Internet resources.. We highlighted our Partnership with Body Positive and the funding source of our Award. We focused on PubMed, MedlinePlus and AIDSinfo as well as our webpage. Many of the registrants had not known of these resources and picked up many of the materials. The booklets, pens and bookmarks were very popular additions to our exhibit. The exhibit site was physically close to a student coffee bar and was visited by many students in the health professions as well.

i. Loansome Doc/Document Delivery Activities

We have set up many individual Loansome Doc accounts, unfortunately the BP staff has not formally requested material via Loansome Doc. We have provided journal articles and books to Body Positive clients.

j. Evaluation Activities

Due to the abbreviated nature of the sessions with the support groups, we did not distribute evaluation forms at these. We did distribute them at the lunch session on September 18th. There were 8 people in attendance, and we received forms from all eight. The results are as follows:

	Excellent 1	Above Average 2	Average 3	Below Average 4	Poor 5
1. The presentation met the stated objectives.	1 responses	5 responses	2 responses	0 responses	0 responses
2. The material was relevant and useful.	6 responses	2 responses	0 responses	0 responses	0 responses
3. The instructor was organized and easy to understand	3 responses	4 responses	1 responses	0 responses	0 responses
4. The instructor was knowledgeable about the subject matter.	6 responses	2 responses	0 response	0 responses	0 responses
5. After taking this course, I feel better able to find accurate health information that meets my needs.	2 responses	4 responses	2 responses	0 responses	0 responses
6. Overall rating for this course:	4 responses	4 responses	0 responses	0 responses	0 responses

k. Problems/Corrective Actions

We were unable to deliver the computer that was purchased for Body Positive Clients because of delays in BP's major renovation project, the location of the computer has changed to this new area. We hope to have enough space for the small resource library to be located in this location.

l. Lessons Learned/Significant Feedback

So far, BP staff's reception to the project has been quite positive. They see this collaboration as being very useful but have yet to ask for any services other than reference assistance, referral and literature searching. In our last teaching session which was "Heterosexual and Positive" Support Group we discovered some clients were either illiterate or low literacy. Unfortunately none of our materials were written at a lower reading level. Also our instruction assumes that the clients have some Internet or even computer familiarity. After this last session, Lora volunteered to offer a basic Internet class at Body Positive. To date there has been no expressed interest in this. We need to market more to BP staff and clients. Also after attending the BP sponsored CME class, "HIV: the Forgotten Threat", we have spoken with other local groups serving specific

HIV ethnic populations. In order to reach some of these populations we may have to work with other community groups. Some of these organizations are: Ebony House, Native American Community Health Center, and Chicanos por la Causa.

m. Projected Activities for Next Quarter

- Schedule training sessions with at least one other HIV Community Group focusing on specific populations.
- Set up Client Computer at Body Positive
- Purchase and process materials for Client Resource Library at Body Positive
- Present the paper at the Joint Meeting 2004, NCNMLG-MLGSCA-PNC/MLA in Sacramento, CA.

n. Reports of Training/Demonstration Session and/or Exhibit Reports

Several training sessions have been held in this quarter. On September 4, we offered an abridged training session to the Support Group Men Plus from 6:30 -7:15 PM. The response of the group was very positive, they were very animated and asked many questions. On September 5th, we returned to BP for another support group session Men Alive at 1:00 to 1:45. On September 18 we offered another "Let's do Lunch" session. Since many of the clients were at our earlier Lunch session we modified the program by going into greater detail into some of the websites. We also performed literature searches on client requested topics in PubMed, and finally, we discussed search engine tips for better Internet searching. On October 7th we did the final support group "Straight and Positive" in the evening at Body Positive. This group was the least responsive to our training due in part to low literacy and lower language skills. We also believe that this group was not as familiar with using the Internet as other clients.

Finally on October 24, we had a display at the BP sponsored CME program at Gateway Community College for the Health Sciences. The display was set up all day and staffed during breaks and the lunch period. Many fliers and materials were distributed, especially highlighting our web page and AidsInfo. We also attracted Gateway Students who were in the building for other classes. This CME program was the first offered to health professionals with CME credit and was very well received by the attendees. Body Positive is planning another more advanced program in the Spring of 2004. (see attached 2)

Access to Health Information for Arizona's Tribal Nations

UCLA Sub award No. 5415-G-DB163

Arizona Health Sciences Library
**University of Arizona
Tucson, Arizona**

By Jeanette C. McCray
Arizona Health Sciences Library
University of Arizona
P. O. Box 245079
Tucson, AZ 85724-5079
Voice: 520/626-6121; Fax: 520/626-2922
Email: mccray@AHSL.arizona.edu

**Sixth (6th) Quarterly Report
October 1, 2003 – December 31, 2003**

Submitted February 1, 2004

Introduction

The goals of this project are to improve access to health information resources for Native Americans in Arizona, and to develop a sustainable, working partnerships between the Arizona Health Sciences Library (AHSL) and tribal representatives.

This quarter the emphasis continues to be on delivering Turning Point workshops around the state. Tribal libraries and tribal health departments are invited. At the end of the month we had a visit from an official from the Navajo Nation Division of Health – they are interested in working with us to develop a library.

I.   Description of Progress toward the Project's Major Objectives

   A. Administrative/Planning Activities

   The Arizona Turning Point project's training schedule continued to dominate our work this quarter. Tribal librarians and tribal public health department professionals are included in the promotional material we send out. This quarter 11 trips were made to 8 counties. 118 people were trained, including 79 public librarians and 39 public health professionals. Sessions included Turning Point, PubMed, MedlinePlus, Diabetes, Health Reference Interviews, and Consumer Health.

   A proposal for funding to carry on the Tribal Nations project for two more years was submitted on November 15th. The proposal aims to build on our current work that has focused making connections with tribal leaders and establishing relationships, and doing workshops that address needs as expressed by the tribal members.

   The budget review continues. It appears that since our work has focused on visits and training, rather than providing computers or AZHIN membership, that some additional funds may be available. How this additional funding is used may be dependent on whether we are successful with our current proposal.

   The content for the second round of Turning Point workshops has been planned and will consist of
   - An update on the Arizona Turning Point Project with a review of how to submit local content to the AZHealthInfo.Org web site.
   - An on-site consultation with a librarian from the Arizona Health Sciences Library
   - A one-on-one meeting between on-site staff and medical librarians

- Workshops including topics from the list provided for the first round visits and/or on topics such as Health Literacy, Obesity/Nutrition/Diets, Environmental Issues, STDs & AIDS; or topics of your own choosing.

The second round of Turning Point sessions will run from March 1st through June 30th, 2004.

Carol Leonard, MA, MPH, Principal Planner, Navajo Division of Health, visited AHSL in December to discuss ways we could help them develop a library for the Division of Health. They would like to consolidate journal subscriptions, gather AV equipment in one place, need help in determining how to organize the data they are collecting through the IRB (their IRB requires data acquired through research projects to be turned over to the tribe). In addition they recognize the need to provide resources to their health care professionals. In response we discussed various options with them and offered to check into sources of funding (NLM, PSRML), come up for a visit, conduct a needs assessment, and provide some general workshops. We expect to hear back from them in January.

B. Publicity/Marketing Activities

Letters to be used to promote the 2nd round of training workshops are being developed.

C. Product/Resource Development Activities

Links to the handouts developed for the workshops can be found in Section D below. Some reflect handouts that have been noted in earlier reports; others have been updated or newly developed.

D. Site Visits/Training/Demonstration Sessions/Presentations (Include description of the sites and target population)

```
Project:  Arizona Turning Point
Date:    October 15, 2003
Target population:  public librarians and public health professionals
County:        Coconino
Location:      Flagstaff Public Library
City:          Flagstaff
1:30 – 3:00    Turning Point (public health information) [handout]
               Health Reference Interview (for librarians) [links]
               MEDLINEplus (consumer health information)
3:00 – 4:00    Consumer Health Resources [handout]
               Native American Resources [handout]
4:00 – 5:00    Diabetes Web Based Resources [handout]

Project:  Arizona Turning Point
Date:  Thursday October 16
Target population:  public librarians and public health professionals
County:        Coconino
```

Location: Flagstaff Public Library
City: Flagstaff
8:00 – 9:30   Turning Point (public health information) [*handout*]
                 Health Reference Interview (for librarians) [*links*]
                 MEDLINEplus (consumer health information)
9:30 – 10:30   PubMed (clinical medical information)
10:30 – 11:30   Diabetes Web Based Resources [*handout*]

Project: Arizona Turning Point
Date: Friday October 17
Target population: public librarians and public health professionals
County: Coconino
Location: Page Public Library
City: Page
8:00 – 9:30   Turning Point (public health information) [*handout*]
                 Health Reference Interview (for librarians) [*links*]
                 MEDLINEplus (consumer health information)
9:30 – 10:30   Diabetes Web Based Resources [*handout*]
10:30 – 11:30   PubMed (clinical medical information)

Project: Arizona Turning Point
Date: Tuesday October 21
Target population: public librarians and public health professionals
County: Maricopa (for library folks)
Location: Burton Barr Library
City: Phoenix
10:00 – 11:00 Consumer Health Resources [*handout*]
                 Spanish Language Health Resources [*handout*]
11:00 – 12:00   Prescription Drug Information [*handout*]
1:00 – 2:00   Turning Point (public health information) [*handout*]
2:00 – 3:00   PubMed (clinical medical information)

Project: Arizona Turning Point
Date: Wednesday October 22
Target population: public librarians and public health professionals
County: Apache & Navajo
Location: Show Low Public Library
City: Show Low
1:00 – 2:30   Turning Point (public health information) [*handout*]
                 Health Reference Interview (for librarians) [*links*]
                 MEDLINEplus (consumer health information)
2:30 – 3:30   PubMed (clinical medical information)
3:30 – 4:30   Diabetes Web Based Resources [*handout*]

Project: Arizona Turning Point
Date: Thursday October 23
Target population: public librarians and public health professionals
County: Apache & Navajo
Location: Show Low Public Library
City: Show Low
9:00 – 10:30   Turning Point (public health information) [*handout*]
                 Health Reference Interview (for librarians) [*links*]
                 MEDLINEplus (consumer health information)
10:30 – 11:30   PubMed (clinical medical information)
11:30 – 12:30   Diabetes Web Based Resources [*handout*]

Project: Arizona Turning Point
Date: Wednesday October 29
Target population: public librarians and public health professionals
County: Gila

Locaton: Gila Pueblo Campus
City: Globe
10:00 – 11:30 Turning Point (public health information) [*handout*]
          Health Reference Interview (for librarians) [*links*]
          MEDLINEplus (consumer health information)
11:30 – 12:30 PubMed (clinical medical information)
12:30 – 1:30   Diabetes Web Based Resources [*handout*]

Project: Arizona Turning Point
Date: Friday November 21
Target population: public librarians and public health professionals
County: Pima
Location: Tucson-Pima Main Library
City: Tucson
8:30 – 10:00   Turning Point (public health information) [*handout*]
          Health Reference Interview (for librarians) [*links*]
10:00 – 11:00 Consumer Health Resources [*handout*]
          Spanish Language Health Resources [*handout*]
11:00 – 12:00 Diabetes Web Based Resources [*handout*]

Project: Arizona Turning Point
Date: Friday December 5
Target population: public librarians and public health professionals
County: Santa Cruz
Location: SEAHEC office on hospital campus
City: Nogales
7:00 - 8:00   PubMed (clinical medical information)
8:00 – 9:00   MEDLINEplus (consumer health information)
9:00 - 10:00   Turning Point (public health information) [*handout*]
          Datasets [*handouts*]
10:00 – 11:00 Consumer Health Resources [*handout*]
          Spanish Language Health Resources [*handout*]
11:00 - 12:00 Turning Point (public health information) [*handout*]
          Health Reference Interview (for librarians) [*links*]

Project: Arizona Turning Point
Date: Tuesday December 9
Target population: public librarians and public health professionals
County: Maricopa
Location: Computer Lab across the street from WIC
City: Tempe
9:30 - 10:30 Turning Point (public health information) [*handout*]
          Consumer Health Resources [*handout*]
          Nutrition Resources
10:30 – 11:30 PubMed (clinical medical information)

Project: Arizona Turning Point
Date: Tuesday December 16
Target population: public librarians and public health professionals
Counties: Graham & Greenlee
Location: EAC Computer Lab (Rm. 206), in Math/Science Building
City: Thatcher
1:00 - 2:00   Turning Point (public health information) [*handout*]
          Health Reference Interview (for librarians) [*links*]
2:00 – 3:00   MEDLINEplus (consumer health information)
3:00 – 4:00   Complementary & Alternative Medicine Resources
4:00 – 5:00   Diabetes Web-based Resources [*handout*]

E. Exhibits

No activity.

II.   Loansome Doc/Document Delivery Activities

No activity.

III.   Evaluation Activities

Evaluation forms are being used with the workshops to gauge satisfaction. Anecdotally, the reaction to the workshops has been very positive.

IV.   Problems/Corrective Actions.   Lessons Learned/Significant Feedback

The Navajo Division of Health initiated the visit with us and this was very gratifying.

V.   Projected Activities for Next Quarter

Workshops are scheduled in La Paz, Maricopa, Mojave, Pima, Yavapai, and Yuma counties in next quarter.

We expect to meet with representatives of the Navajo Nation Division of Health to discuss our proposal to consult with them and develop plans to visit later in the year.

Publicity for the second round of workshops will be going out.

An application to the Arizona State Library, Archives and Public Records for LSTA funds to continue support of the Turning Point project will be submitted.

Project Name: **HAWAII HEALTH PORTAL: STATEWIDE PATHWAY TO ELECTRONIC HEALTH INFORMATION**

Institution: **CONSUMER HEALTH INFORMATION SERVICE (CHIS) HAWAII MEDICAL LIBRARY (HML)**

Location: **HONOLULU, HI 96813**

Submitted by: **JOHN BREINICH, EXECUTIVE DIRECTOR**
    HAWAII MEDICAL LIBRARY
    1221 PUNCHBOWL STREET
    HONOLULU, HI 96813
    PHONE: (808)536-9302 EXT 106
    FAX: (808)524-6956
    E-MAIL: breimch(S)hml.org

Reporting Dates: **3rd Quarter Report**
    SEPTEMBER 1, 2003 - NOVEMBER 30, 2003

Date Submitted: **December 18, 2003**

Hawaii Health Portal: Statewide Pathway to Electronic Health Information

Introduction

Collaboration, curriculum development, and training sessions were the focus of this quarter's activities.

I.   Description of Progress toward the Project's Major Objectives

A.   Administrative/Planning Activities

Not applicable during this quarter

B.   Collaborations/Partnerships

Hawaii State Public Library System

Consumer Health Librarian Tina Okamoto of the Consumer Health Information Service (CHIS) at Hawaii Medical Library (HML) has been working closely with Susan Nakata who heads program development in the Hawaii State Public Library System (HSPLS).

1.   Presentations for HSPLS branch managers were conducted on:
      Oahu - October 1, 2003 in Pearl City
      Kauai - October 3, 2003 in Lihue
      Maui - November 6, 2003 in Kahului
Descriptions of these training sessions will follow in Section E.

2.   Preliminary date and location has been set for a presentation to HSPLS branch managers on:
      Big Island - February 6, 2004 in Keaau

3.   Preliminary dates and locations have also been set for presentations to:
      Children Services - December 5. 2003 in Pearl City
      YA librarians - December 10, 2003 in Kapolei

4.   Presentations for the public were conducted on:
      Oahu - November 4, 2003 in Kailua
      Maui - November 6, 2003 in Kahului

Descriptions of these training sessions will follow in Section E.

5. Preliminary dates and locations for public sessions:
   Big Island - February 6, 2004 in Hilo
   Oahu - Salt Lake (date to be determined)

6. CHIS has offered to do public sessions on Kauai, other areas of Oahu, the Kailua-Kona area of the Big Island, Molokai, and Lanai. The offer is under consideration by the branch managers.

Susan Nakata will provide information on the contact people at the libraries with preliminary dates and locations.

Papa Ola Lokahi (POL)

CHIS has been in contact with JoAnn Tsark, an educator at POL, and has offered to do workshops for Hawaiian health educators on all of the Islands. This proposal will be brought up to the POL Executive Director.

University of Hawaii's Department of Native Hawaiian Health (DNHH)

DNHH has a new web site, which has been added to the Portal. Diane Paloma at DNHH will let the department administrators know about the Portal and that CHIS is willing to do a workshop for the department administrators and faculty.

Native Hawaiian Center of Excellence (NHCOE)

The new NHCOE acquisitions coordinator, Niyati Ni, is the new contact for this organization. She will be meeting with Tina Okamoto to learn about the HHP.

C. **Publicity/Marketing Activities**

Posters

A letter-sized color poster was designed and printed to advertise the HHP. One copy was mailed to each of the 50 public library

branches. An additional poster was requested by the branch manager of the new Kapolei Public Library, which will open in the future.

Posters were also given to nurses in the Queen's Medical Center Pre-Op Teaching department, the librarian at the Tripler Medical Center Community Library, Dr. Landis Lum who does a column in the Honolulu Advertiser (the Portal was mentioned in his column as described below), and to the librarian at Queen LiliuokAlan Carri School.

National

The Hawaii Health Portal was one of the projects highlighted on the National Library of Medicine web site for National Medical Librarians Month, October 2003.

Local

The Hawaii Health Portal was mentioned as a place to go for links to Hawaii health information in a news column in the Honolulu Advertiser on November 1, 2003.

A short article by Tina Okamoto about the Portal project was printed in the Fall 2003 Hawaii Library Association newsletter.

Tina Okamoto also submitted a blurb on the Portal to the Queen's Medical Center staff newsletter for use in a future issue.

Hawaii Medical Library/Consumer Health Information Service

The HML and CHIS home pages have prominent links to the Hawaii Health Portal. Also, in the month of September, the Portal was the featured What's New site for both home pages.

The CHIS column featured the Portal project in the September 2003 HML newsletter.

Hawaii State Public Library System

CHIS has been communicating with Jo Ann Schindler, the Hawaii State Librarian, regarding including a link from the new HSPLS web site to the HHP. CHIS has been assured that the HHP will eventually be added as the HSPLS staff map out additions to their new site.

The home page for the five HSPLS computers purchased by CHIS through a previous grant has been changed to the Hawaii Health Portal.

Public Session Advertisement

CHIS sent out press releases for both of the Hawaii Health Portal public sessions held at Kailua Public Library and Kahului Public Library. The press releases were sent to local newspapers, television, and radio stations on Oahu and Maui.

The public library branch managers submitted requests for press releases through HSPLS administration, and they created flyers for distribution in the branches. Libraries close to the presentation sites were also encouraged to advertise the workshops in the neighboring communities.

Future Marketing Ideas

More marketing tools are necessary to keep the Portal in the minds of both the librarians and the public. Tina Okamoto is investigating the cost of creating magnets, and will submit a proposal for pricing and design to John Breinich, HML Executive Director.

D. Product/Resource Development Activities

A pre-survey was created to measure how presentation attendees searched for health information on the Internet prior to the Hawaii Health Portal workshop.

In order to introduce the HHP, two presentations were developed. Both were created using PowerPoint. The presentation created for the HSPLS branch manager meetings was a little shorter due to time limitation and with the assumption that less time would be spent on explaining basic Internet skills/characteristics. The public session presentation went into a little more detail in some of the MEDLINEplus features and other local web sites. Handouts for both presentations were passed out. The librarian handouts did not contain as many slides so there was enough room next to the slides for personal notes.

Both presentations were loaded on the laptop and could either be done strictly as a PowerPoint presentation, or if Internet access is available, part of the presentation could be done using the PowerPoint file and then switched to the Internet in order to show The examples live.

A post-survey was developed to measure the initial reaction to the Portal's usability.

Also created was a workshop evaluation form. This serves to gather the opinions of the attendees regarding the HHP and the overall presentation. Attendees who are willing to be contacted as a follow-up to the presentation could also list their contact information on the evaluation form.

E.   Site Visits

Tina Okamoto conducted all presentations this quarter. The Outreach Activity Data Collection Form and Outreach Activity Participant Information Sheet will follow in Section VII of this report.

HSPLS Oahu Branch Manager Meeting

The Hawaii State Public Library System Oahu branch manager meeting was held in the Pearl City Public Library conference room on October 1, 2003. The purpose of this session was to introduce the Hawaii Health Portal to the branch managers and demonstrate its usefulness as a tool to access health information. The branch managers would then be able to share what they have learned with librarians within their branches, who would in turn use the Portal to help their patrons find authoritative health information.

Site description: The conference room is an enclosed room with tables around which the librarians were seated. Presenters sat at a front table. A large projection screen was at the front of the room, and HSPLS provided an LCD projector. CHIS was told to bring a laptop in order to show the PowerPoint presentation, and Internet access would be available. Unfortunately, in order to access the Internet within the library, specific IP addresses would have to be added to the CHIS laptop. Instead, a laptop was borrowed from the HSPLS Manager of Electronic Support Services Section and the whole presentation had to be done live on the Internet (as opposed to a part-PowerPoint part-Internet presentation) in a lecture format with time for questions at the end.

HSPLS Kauai Branch Manager Meeting

The Hawaii State Public Library System Kauai branch manager meeting was held in the Lihue Public Library computer room on October 3, 2003. The purpose of this session was the same as the Oahu session.

Site description: The new computer lab has 10 new computers, each with Internet access. Unfortunately, there was no projection

screen and no table for us to set up our projector and laptop. An

impromptu solution was to conduct a hands-on session since there were enough computers for each librarian to use. The librarians were verbally instructed on which pages/databases to go to using the Portal, at which point they had a little more freedom to explore the pages.

HSPLS Oahu Public Session

The first Oahu public session was held in the Kailua Public Library children's book area on November 4, 2003. The purpose of this session was to introduce the Hawaii Health Portal to the public and to librarians who do not attend the meetings in which CHIS has/will present.

Site description: The Kailua Public Library does not have a separate room for presentations, but the children's area does have a projection screen, so the library staff provided a small table and chairs lined up in front of the screen. CHIS brought the projector and laptop to do the PowerPoint presentation. After the session, one library public computer was reserved for a hands-on session. One attendee did want a hands-on session.

HSPLS Maui Branch Manager Meeting

The Hawaii State Public Library System Maui branch manager meeting was held in the Kahului Public Library computer room on November 6, 2003. The purpose of this session was the same as the Oahu session.

Site description: One of the rooms at the Kahului Public Library was transformed into a computer room with 10 new computers with an additional teaching computer. There was a projector and screen also set up. CHIS was told that it would be best to bring the presentation on a cd-rom, but once there, found that the computer room's Internet connection was via a T1 line. The speed was fast enough for the presentation to be done live, with the librarians following along on their own individual computer stations.

HSPLS Maui Public Session

The Maui public session was held in the Kahului Public Library computer room on November 6, 2003. The purpose of this session was to introduce the Hawaii Health Portal to the public and to librarians who do not attend the meetings in which CHIS has/will present.

Site description: The description of this room is the same as the Maui branch manager session and the presentation was also done live with the attendee following along on a computer.

F. Outreach Activities

3rd Quarter Training Sessions

The training sessions served to introduce the Hawaii Health Portal to Hawaii State Public Library System librarians. The goal of the sessions was to show the librarians the usefulness of the Portal when searching for health information on the Internet.

Total number of sessions this quarter: 5
Sessions with 50 or more minorities present: 3
Total number of participants this quarter: 57
Attendees this quarter: 100 public library staff

Workshop attendees receive:
    Hawaii Health Portal pre-survey
    PowerPoint presentation handout
    Hawaii Health Portal post-survey
    Hawaii Health Portal workshop evaluation
    CHIS flyer
    Portal poster photocopy
    MEDLINEplus brochure
    PubMed brochure
    MEDLINEplus/ClinicalTrials.gov bookmark
    HML virtual reference bookmark
    CHIS pencil

See the Outreach Activity Data Collection Form and the Outreach Activity Participant Information Sheet in Section VII of this report for complete information.

HSPLS Oahu Branch Manager Meeting

Date: October 1, 2003
Number of participants: 40
50 or more minorities present: Yes
Target population: Librarians
Session length: 1.25 hours
Hands-on practice: No

HSPLS Kauai Branch Manager Meeting

Date: October 3. 2003
Number of participants: 6
50 or more minorities present: No
Target population: Librarians
Session length: 1 hour
Hands-on practice: Yes

HSPLS Oahu Public Session

Date: November 4, 2003
Number of participants: 3
50 or more minorities present: No
Target population: Public and librarians
Session length: 1.25 hours
Hands-on practice: Yes

HSPLS Maui Branch Manager Meeting

Date: November 6, 2003
Number of participants: 7
50 or more minorities present: Yes
Target population: Librarians
Session length: 1 hour
Hands-on practice: Yes

HSPLS Maui Public Session

Date: November 6, 2003
Number of participants: 1
50 or more minorities present: Yes
Target population: Public and librarians
Session length: 1.25 hours
Hands-on practice: Yes

G. Web Site Development Activities

Not applicable during this quarter

H. Exhibits

Not applicable during this quarter

II. Loansome Doc/Document Delivery Activities

Not applicable during this quarter

III. Evaluation Activities

<u>Hawaii Health Portal Pre-Survey</u>

Completed: 52 (91)

The pre-survey determines the methods used by the workshop attendees when searching for health information on the Internet.

According to the surveys returned, 96 have searched for health information on the Internet, and of those, 58 usually just surf the Web for their answers and don't go to any specific site.

Another fact the pre-survey revealed was how many librarians were aware and made use of the databases and web sites featured on the Portal prior to the presentation.
> ClinicalTrials.gov - 4
> CHIS-64
> Ebsco Databases (HSPLS subscription) - 82
> MEDLINEplus-46
> PubMed – 22

Hawaii health information is something that 56 of those surveyed search for on the Internet, and 28 search for Native Hawaiian health information. However, 61 of those searching for Hawaii health information and 86 of those searching for Native Hawaiian health information resort to surfing the Internet for their answers.

The data from the pre-survey is included in the Appendix.

Hawaii Health Portal Post-Survey

Completed: 48 (84)

The post-survey determines in what ways the Portal can be useful to the attendees.

According to the surveys returned. 98 find the Portal to be convenient.

They also indicated how the Portal will make it easier for the attendees to search for health information:

Centralized location minimizes remembering web addresses - 88
Good to have a small number of good resources to start with - 71
Sites listed on the Portal are full of useful information - 73

As a resource for local Hawaii and Native Hawaiian health information, 98 of the respondents feel that the Portal will make it easier to find what they are looking for.

The data from the post-survey is included in the Appendix.

Hawaii Health Portal Workshop Evaluation

Completed: 34 (60)

The workshop evaluation is a measure of the attendees' thoughts on the presentation and the presenter.

1. 100 felt the Portal was 'about right' to 'very well organized'.
2. 100 felt the links on the Portal were 'helpful' to 'very helpful'.
3. 97 said they would definitely use the Portal.
4. 100 felt the workshop was 'helpful' to 'very helpful'.
5. 94 felt the presentation pace was 'about right'.
6. 100 felt the handouts were 'helpful' to 'very helpful'.
7. 100 felt the content was 'about right' to 'very well organized'.
8. 100 felt the presenter was 'about right' to 'very well organized'

The data from the evaluation is included in the Appendix.

Web Site Evaluation

Data for the HHP web site has been gathered using Webtrends software.

Statistics	Sept '03	Oct '03	Nov '03
Visitor sessions	344	631	592
Average per day	11	20	19

Unique visitors	178	295	307
Visited once	138	224	236
Visited more than once	40	71	71
Page views	637	1,396	1,102
Average per day	21	45	36

Most requested pages	Ranking (Visitor sessions)		
	Sept '03	Oct '03	Nov '03
Hawaii Health Portal Index	1 (297)	1 (558)	1 (497)
Native Hawaiian Health Info	2 (70)	2 (97)	2 (95)
Other Hawaii Health Links	3 (42)	3 (82)	3 (75)
Where Do I Start?	4(21)	4(45)	4(26)
About Our Banner	5(19)	6(31)	8(14)
Database Searching Tips	6(18)	5 (38)	7(16)
Site Map	7(16)	9(28)	6(16)
Web Site Evaluation	8(14)	7(30)	5(17)
CHIS Contact Information	9 (7)	8 (29)	9 (13)

IV. Problems/Corrective Actions

Collaboration

Collaboration is still more difficult that originally expected. Due to changes within HSPLS administration and budget difficulties, the branches have not been very responsive to hosting workshops. POL, DNHH, and NHCOE have not been very responsive either, and we were hoping that we could depend on these organizations for a large portion of the Native Hawaiian health link recommendations but they are behind in their individual web site development.

Presentation Format

Initially, the intention for the teaching sessions was to present in a lecture format, with both a PowerPoint file and live Internet examples, if Internet access is available. Unfortunately, as described earlier, the presentation sites did not always have the expected equipment or Internet access, which had been arranged for in prior communications. Because of this, the

HSPLS Oahu branch manager session had to be done as a purely live Internet projected presentation, and the HSPLS Kauai branch manager session had to be conducted as a hands-on session with verbal instruction.

Public Session Attendance

Both the Kailua and Kahului public sessions were poorly attended and all the attendees were public librarians from the hosting branch.

Both branches created flyers, which were passed out to patrons, and the branch managers requested a press release and informed the other public libraries in the area of the presentation. CHIS did press releases for both sessions.

Kailua Public Library declined to have a sign-up sheet, but the Kahului Public Library did have a sign-up sheet. Due to the lack of a sign-up sheet, the presenter did not know how many people to expect in Kailua, but did know the small number of attendees for the Kahului public session. Since the presenter was already flying to Kahului for the branch manager meeting, she decided to still conduct the public session.

According to one of the public librarians in the Kailua Public Library, as of late, the health-related presentations have been poorly attended.

V. Lessons Learned/Significant Feedback

Hawaii Health Portal Pre-Survey

Results from the pre-survey show that health information is something that the HSPLS librarians do need to search for, and yet more than half of them simply surf the Web for their answers without using a specific web site to guide them or at least get them started. Also, there are still many librarians who are unaware of the NLM databases even though previous workshops have been done for both the librarians and the public at a number of HSPLS branches.

Also revealed was that more than half of the attendees search for Hawaii health information and a quarter of them search for Native Hawaiian health information online, and most of them end up surfing the Internet to answer their questions.

These results confirm that the Hawaii Health Portal is a resource that can definitely assist the librarians to make them aware of excellent Internet resources and to focus their searches in authoritative databases.

<u>Hawaii Health Portal Post-Survey</u>

Results from the post-survey indicate that the Portal is viewed by the workshop attendees as an extremely convenient web site to use when looking for health information.

<u>Hawaii Health Portal Workshop Evaluation</u>

The evaluations indicate that the workshop was well conducted and very useful to the attendees.

<u>Web Site Evaluation</u>

The web site data listed in Section III shows that in general, since the initial unveiling of the Hawaii Health Portal, there has been an increase in usage. There was a slight decrease in the number of visitor sessions between October and November.
As expected, the majority of the visitor sessions focus on the Portal index page (between 84-88). The main purpose of the Portal is to be used as a jumping off site.

The second and third most popular individual pages every month were the Native Hawaiian Health Information and Other Hawaii Health Links pages. This is also not a surprise, indicating the need for pages such as these, which can serve as a single location for Native Hawaiian and local links.

VI. Projected Activities for Next Quarter

   A. Continued collaboration with POL, DNHH, and NHCOE to further develop the HHP's Native Hawaiian Health Information page.
   B. Follow-up with POL, DNHH, and NHCOE to discuss setting up training session dates.
   C. Continued collaboration with HSPLS to set up additional training session dates.
   D. Teaching sessions for HSPLS.
   E. Promotion of the Hawaii Health Portal and the sessions we will be teaching.
   F. Work to have the HHP linked on other web sites.
   G. Investigate additional marketing tools.
   H. Work on attendee follow-up evaluation methods.

VII. Reports of Training/Demonstration Sessions and/or Exhibit Reports

Outreach Activity Data Collection Forms and Outreach Activity Participant Information Sheets are attached.

Appendix

1. HSPLS memo announcing dates and locations of branch manager meeting and Hawaii Health Portal presentation times
2. Letter to HSPLS branch managers introducing the Portal
3. Hawaii Health Portal poster
4. National Library of Medicine web site featuring the Portal project as one of the noteworthy projects for National Medical Librarians Month. October 2003
5. Honolulu Advertiser article on Saturday, November 1, 2003, "Be Wary of Web Sites as a Source of Medical Advice" (Hawaii Health Portal is mentioned as a reliable site)
6. HLA Newsletter, Fall 2003, "Hawaii Health Portal: Links to Health Information for Hawaii"
7. Hawaii Medical Library home page screen shot shows a link to the Portal
8. "What's New at the HML Website" mentions the Portal during the week of September 8-12, 2003
9. CHIS home page screen shot of the Portal's debut
10. CHIS home page screen shot with the Portal's permanent link
11. CHIS column of the September/October 2003 Hawaii Medical Library Newsletter discussing the Portal
12. News blurb about the Kailua Public Library public workshop in the Honolulu Star-Bulletin on October 30, 2003
13. Flyer for the November 4, 2003 Kailua Public Library public workshop
14. Flyer for the November 6. 2003 Kahului Public Library public workshop
15. Hawaii Health Portal Pre-Survey
16. Hawaii Health Portal presentation handout (librarian version)
17. Hawaii Health Portal presentation handout (public version)
18. Hawaii Health Portal Post-Survey
19. Hawaii Health Portal Workshop Evaluation
20. Hawaii Health Portal Pre-Survey Data
21. Hawaii Health Portal Post-Survey Data
22. Hawaii Health Portal Workshop Evaluation Data
23. Hawaii Health Portal Presentation Sign-In

Appendix

Copies of: communications, materials produced, press releases, advertisements, articles for newsletters, etc.

Links to workshop materials can be found in Section D.

Photos of the workshop sessions are attached as a separate email.

Facilitating School Nurses Access to Electronic Data

San Diego State University, San Diego

Quarterly Report, September 1- November 30, 2003

Report Submitted By:
      Marilyn Hall and Renee McLeod
      Library & Information Access
      San Diego State University
      5500 Campanile Drive
      San Diego, CA, 92182-8050

      Phone: 619-594-5864
      Fax: 619-594-3270
      Email: mehall@mail.sdsu.edu
            renee.mcleod@vanderbilt.edu

Summary/Introduction

1) <u>Progress Towards the Project's Major Objectives</u>

   a) Administrative and Planning Activities
   ❖ Offered several training sessions (to various medical professionals):

   "Introduction to PDA Technology in the Clinical Setting"
   9/6/03 - All day presentation to Sigma Theta Tau for nurses and nurse
   practitioners, Kaiser Hospital, San Diego (McLeod and Hall)

   "Facilitating School Nurses Access to Electronic Data"
   9/8/03 – 9/11/03 - 2nd main PDA training for lottery winners and other school
   nurses (4 3-hour sessions which relatively duplicated that offered in August),
   San Diego County Department of Education, San Diego (McLeod and Hall)

   "Facilitating School Nurses Access to Electronic Data: PDA 101-102"
   10/02/03 – All day training for San Diego County school nurses, San Diego
   County Department of Education, San Diego (McLeod and Hall)

   "Clinical Effectiveness of Handheld Technology or Wouldn't It Be Great to
   Have a Brain in Your Pocket?
   Invited speaker for The Annual Women and Newborn Health Conference of
   Brigham and Women's Hospital (Co-sponsored by the Association of
   Women's Health, Obstetric and Neonatal Nurses (AWHONN), held
   November 6-7, 2003, Norwood MA. (McLeod)

   "Handheld Devices in the Clinical Setting"
   Invited speaker at the 17th annual Southwest Regional Conference of
   NAPNAP (National Association of Pediatric Nurse Practitioners), November
   7-9, 2003 (McLeod)

   ❖ The PI's provided ongoing support to school nurses in San Diego and Imperial
   County.

   ❖ PI's began to analyze software and websites for the PDA (clinical and otherwise).

   b) Collaborations/Partnerships
   ❖ Continued to work with nursing administrators at the San Diego County Board of
   Education to market program, encourage time off to attend training, and to host
   the training. Training being held at the County Offices as they are free, centrally
   located, nurses know their way around as they go to the building for other
   meetings, and parking is free. The Board employees further marketed the training,
   arranged for CEU credits for San Diego training, registered participants, and
   arranged for snacks.

c) Publicity/Marketing Activities
- ❖ The California School Nurse Organization (CSNO) marketed the trainings in their newsletter and also sent it out on their listservs.

d) Product/Resource Development Activities
- ❖ Modified some of powerpoints, handouts and assignments for the classes (*appended*)

- ❖ Continued to tape in the television studio for the online modules (9/12)

e) Site Visits
- ❖ Refer to Section 4 – Problems/Corrective Activities.

f) Outreach Activities
Total no. of training or demonstrations during this quarter = 8
Total no. of sessions with half or more of the participants from minority populations = 0
Total no. of participants = 256

g) Website Development Activities
- ❖ N/A this quarter – too much training and support provided by the PI's. May need to hire a student to produce the website.

h) Exhibits
- ❖ N/A

2) Lonesome Doc/Document Delivery Activities
- ❖ Described and demonstrated availability of document delivery during training sessions.

3) Evaluation Activities
- ❖ We used the San Diego County Board of Education's post-instructional evaluations. They continue to be extremely positive.

4) Problems/Corrective Actions
- ❖ A visit to Imperial County was arranged for early November but with the extensive forest fire activity at the end of October/early November in the Southern California region, this visit was cancelled. It will be rescheduled at a later date.

- ❖ We had hoped to teach more of the NLM products during the training sessions but there is too much information being covered. The participants have many questions and need the technical support most of all. They are eager to continue to use the

devices and we will provide assignments which help them explore the NLM products more fully. The NLM products will also come up during the advanced sessions when we can move beyond the PDA basics and evaluation of the Internet. The room where we have training does not have computers for individual participants but we hope to rectify this in the future. At the moment, we provide assignments and active learning activities which will not require the individual PCs.

5) Lessons Learned/Significant Feedback
  ❖ *Note*: The report above requests data on sessions with half or more of the participants from minority populations. The nurses we support are not from minority populations for the most part, and are predominantly female, but they, in turn, provide direct support to students and the families of students, who would fit this description.

  ❖ The level of technical support required for the school nurses has surprised us somewhat. Issues being worked out include the major viruses and worms prevalent since summer (knock out participant computers so they cannot update the device, download software, etc.); administration rights (many nurses do not automatically have rights to load the PDA software on their work computers or the required network ports for downloading the software are blocked on their networks); old home computers and operating systems (not compatible with the newer handheld devices); and many downloading issues (from not knowing how to download, to slow dial up networks, to downloading too many resources and filling up the devices, to not registering the software and receiving the key to use the materials)

6) Project Activities for Next Quarter
  ▪ The PIs will hopefully get out to Imperial County next quarter for the cancelled training. A couple of the nurses from this region have already participated in the training in SD.
  ▪ Modify handouts and presentations as necessary.
  ▪ Continue to analyze tools, software and websites for the PDA.
  ▪ Update content to the website.
  ▪ Complete the online modules (from the television studio)
  ▪ Identify the survey instruments for use on the PDA to collect data.
  ▪ Apply to speak or give poster sessions at appropriate upcoming conferences.

7) Reports of Training/Demonstration Sessions and/or Exhibit Reports
  ❖ Appended

Appendices
  ▪ Handouts
  ▪ Training reports

APPENDIX C:

Stake Your Claim to Health Literacy Symposium*

***The complete Resource Binder Packet is appended to this report. It is available
as well at http://ncnmlg.stanford.edu/calendar/jtmtg2004/symposium.html**

Program and Resources

Stake Your Claim to Health Literacy

January 28, 2004
Sacramento, CA

Sponsored by

Pacific Southwest Regional Medical Library
http://nnlm.gov/psr/

NCNMLG, MLGSCA, and PNC Chapters of the Medical Library Association http://www.mlanet.org/
Program Schedule

8:00-9:00 AM	**Registration/Continental Breakfast**
9:00-9:50	**Welcome and Opening Speakers**
	Putting Information into Health Literacy
	Neil Rambo, *NN/LM Pacific Northwest Region*
	NLM, MedlinePlus, and Health Literacy
	Joyce Backus, *National Library of Medicine*
9:50-10:45	**Keynote Address**
	Health Literacy: Research, Education, Practice, and Policy
	Dean Schillinger, MD, *University of California, San Francisco*
10:45-11:00	**BREAK**
11:00-12:00	**Panel**
	Choosing Appropriate Materials: Addressing Format, Readability, Language and Culture
	Marilyn Hall (Moderator), *San Diego State University*
	Sabrina Kurtz-Rossi, *Literacy Division, World Education*
	Christine Wilson Owens, *EthnoMed*
	Audrey Riffenburgh, *The Clear Language Group*
	Beth Wescott, *NN/LM Southeastern/Atlantic Region*
12:00-1:15 PM	**LUNCH** (roundtable discussions)
1:15-2:15	**Breakout Session #1**
	1.1) Readability Tools; 1.2) Regulations, Standards, and Financial Impact; 1.3) Cultural Considerations; and 1.4) Non-Print Resources
2:15-3:15	**Breakout Session # 2**
	2.1) Readability Tools; 2.2) Regulations, Standards, and Financial Impact; 2.3) Cultural Considerations; and 2.4) Non-Print Resources
3:15-3:30	**BREAK**
3:30-4:00	**Vendor Presentations**
4:00-4:30	**Wrap-up and Evaluation**
	Heidi Sandstrom, *NN/LM Pacific Southwest Region*
4:30-5:00	**Reception** (light refreshment provided)

Resource Binder Contents

Cover Page
Acknowledgements

Tab 1: Program Schedule
Program Schedule

Tab 2: Participant List
Participant List

Tab 3: Speakers and Sponsors
Speaker Biographies
        Joyce Backus
        Marilyn Hall
        Sabrina Kurtz-Rossi
        Christine Wilson Owens
        Neil Rambo
        Audrey Riffenburgh
        Dean Schillinger
        Beth Wescott
Background Information on Sponsoring Organizations

Tab 4: Morning Session
[Presentation slides for each presentation, ordered according to final Program Schedule]

Tab 5: Breakout Sessions/Wrap-up/Eval
[Subcategorized by colored tabs 1-5]
        Color Tab 1: [Readability Tools – Audrey Riffenburgh]
        Color Tab 2: [Regulations, Standards, and Financial Impact - Beth Wescott]
        Color Tab 3: [Cultural Considerations – Christine Wilson Owens]
        Color Tab 4: [Non-Print Resources – Sabrina Kurtz-Rossi]
        Color Tab 5: [Wrap-up and Evaluation sheets]

Additional materials
        Ask Me 3 Brochures – 1) patient, 2) provider, and 3) organization
        NN/LM Capability Brochure
        MLA Consumer Health Information Specialization Brochure
        MedlinePlus trifold – in 1) English and 2) Spanish